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The VEGETABLE SITUATION

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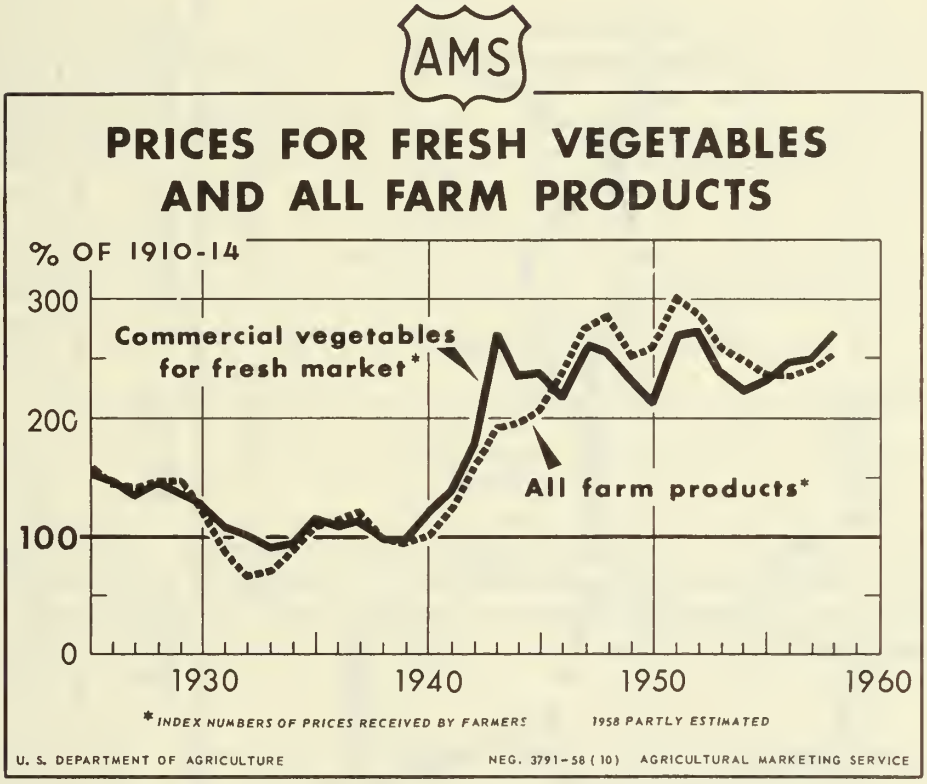
TRENDS AFFECTING THE MARKETING OF FRUITS AND VEGETABLES
TREND IN CANNED VEGETABLES TO SMALLER RETAIL SIZES



Prices of fresh market vegetables have moved up in recent years as supplies per person have been a little smaller and income of consumers has been high. During the last three years prices of vegetables have averaged above the level of all farm products.

The increase in average prices of fresh vegetables in the current year was due to very high prices in winter and early spring, when a number of items were in short supply as a result of adverse weather, particularly freezes and wet weather in Florida.

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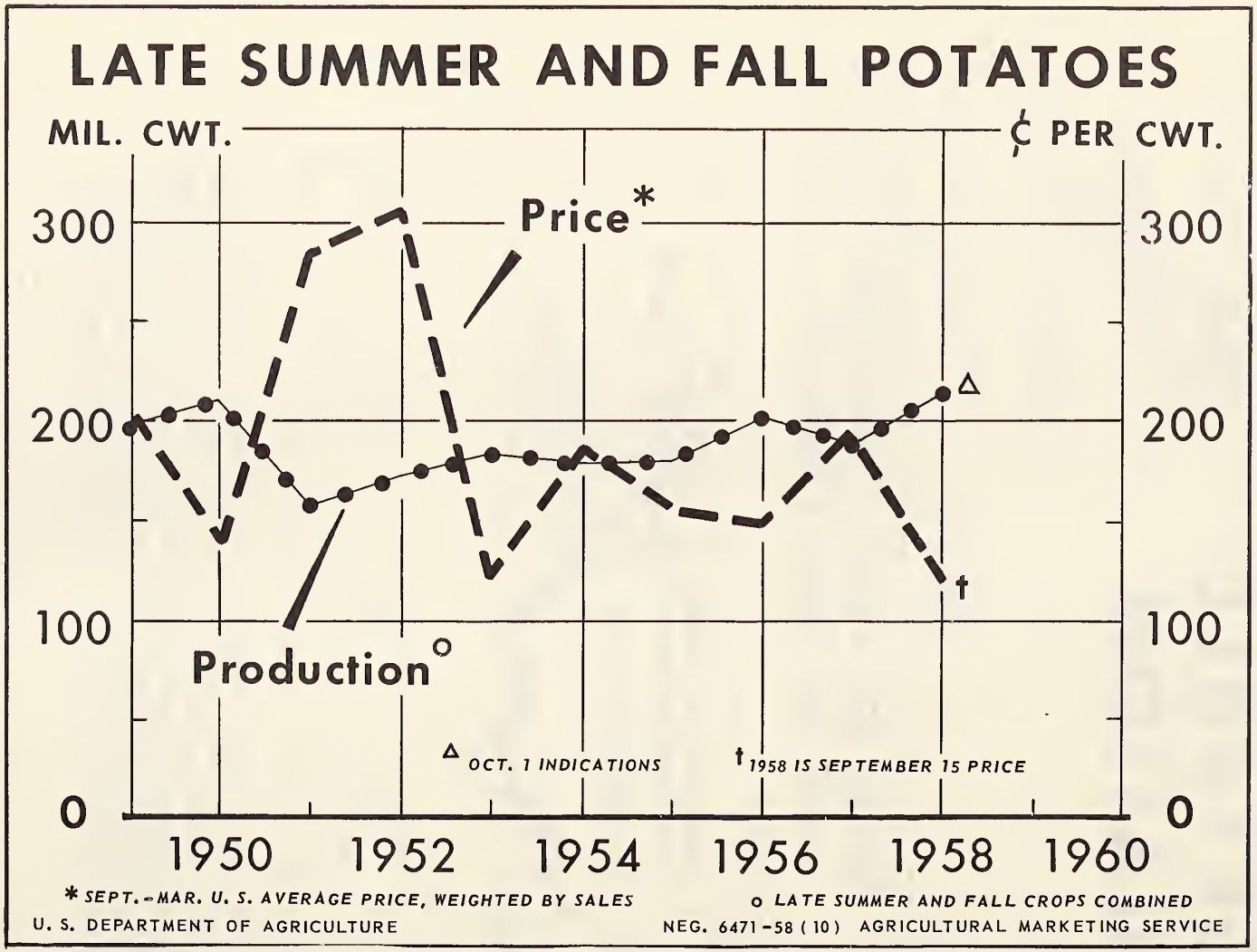

Potato growers typically receive relatively high prices for small crops and low prices for large crops. Production of the late summer and fall crops, combined, was considerably in excess of normal domestic and export sales. Federal and State marketing agreements and orders, which restrict marketings of tablestock potatoes to the better grades and preferred sizes, are again in effect in many important producing areas. The Department of Agriculture is also operating a potato diversion program. Nevertheless, prices received by growers this fall and winter are expected to remain materially below those of a year earlier.

THE VEGETABLE SITUATION

Approved by the Outlook and Situation Board, October 24, 1958

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SUMMARY

Disposable income of consumers is expected to be higher in 1959 than in 1958, and demand for vegetables is expected to continue strong. Thus, prices received by producers of fresh market vegetables and potatoes in 1959 compared with 1958 will depend largely on quantity and quality produced and the timing of marketing.

Supplies of vegetables for fresh market sale this fall are expected to be slightly larger than either last fall or the 1949-56 average. A large part of the increase over a year earlier is in early fall cabbage. But production of sweet corn, early fall spinach, and early and late fall cauliflower also promises to be substantially larger, and broccoli and early fall tomatoes slightly larger. Substantial reductions from last fall are in prospect for Brussels sprouts and green peppers, and moderate reductions for snap beans and celery.

During the next 6 to 8 weeks prices of individual items will vary, compared with last year, depending on relative volume and quality. On the whole, however, prices received by growers are expected to average near those of a year earlier. Because of the smaller late summer crop, substantially fewer dry onions will be available for distribution this fall and winter than a year ago, and at materially higher prices.

Assuming more normal weather this year than last, particularly in Florida, production of vegetables for winter harvest can be expected to be substantially larger than last winter. If so, both farm and retail prices in the early months of 1959 would average much lower than the extremely high levels of a year earlier.

Supplies of canned vegetables available for distribution into mid-1959 appear to be a little larger than a year earlier. Among the more important items, biggest increases are expected in tomato juice and tomato products. More moderate increases are expected for snap beans, tomatoes and sauerkraut. Green peas remain in heavy supply. Supply of canned corn is substantially smaller than a year ago, and lima beans and beets are probably smaller. Supplies of frozen vegetables are somewhat smaller than a year ago, but most frozen items are in amply supply. Processing and distribution costs are up for the 1958 pack, and retail prices in the first half of 1959 are expected to average a little higher than in the corresponding months of 1958.

Potatoes are expected to be in substantially heavier supply into the spring of 1959 than a year earlier. The fall crop, which provides the bulk of supplies into mid-spring, is about 12 percent larger than last year and considerably in excess of normal trade sales. September reports of planting intentions in Florida and California indicate a substantial cut in acreage of potatoes for winter harvest. But a more normal growing season in Florida this year than last would result in substantially higher yields. Marketing agreements and orders, which restrict marketing of tablestock potatoes to the more desirable qualities and sizes, are again in effect in several important producing areas. The U. S. Department of Agriculture is also operating a potato diversion program for 1958 crop potatoes in areas where satisfactory marketing plans have been developed. These programs are expected to take some of the pressure off potato markets. But supplies available for regular marketing channels remain heavy, and during the next 4 to 5 months both farm and retail prices are expected to remain below those of a year earlier.

Supplies of sweetpotatoes are about the same as a year ago, and prices received by farmers in the early part of the season averaged moderately lower. Prices are expected to advance seasonally into the spring, but are likely to average a little below those of a year earlier.

More dry edible beans are available than a year ago. Although domestic sales are expected to be a little larger than a year earlier and exports materially larger, stocks are expected to be larger at the end than at the beginning of the season. Prices received by farmers into mid-1959 are expected to average moderately to substantially below those of last season.

Substantially fewer dry field peas are available this season than last. However, quantity appears adequate to supply domestic markets and permit moderate exports. Because of weather damage to the European crop, export demand is strong, and prices received by farmers are expected to remain much above the low levels of last season.

OUTLOOK TRENDS NEXT 4 TO 6 YEARS

Any attempt to appraise production prospects for vegetables and potatoes in the next 4 to 6 years involves certain assumptions for the more important factors influencing demand. Rate of population growth and level of real income are the major factors expected to influence the demand for vegetables. Under assumed rates of growth, population would reach 187 to 189 million in 1963, about 8 percent above 1958. The growth in population is expected to be the major force contributing to an increase in the aggregate demand for vegetables. Real income per capita is also expected to increase, and in 4 to 6 years is likely to be at least moderately above 1958 levels. Although rising income probably will not result in much increase in total consumption per person, it will have an important influence in determining the relative demand and rate of growth for individual items and for vegetables in different forms.

Some assumptions concerning demand may not prove valid. Further, trends may be accelerated, slowed or even reversed by factors such as technological developments, nutritional findings and changes in modes of living,--influences that do not lend themselves to precise statistical measurement. Recognizing these limitations, which might be more serious in the longer-run, an attempt is made to outline some general guidepost of probable requirements in the shorter-run of 4 to 6 years.

Per capita consumption of all commercially produced vegetables (fresh weight equivalent), excluding melons, increased from about 170 pounds in 1937-39 to slightly more than 200 pounds in 1955-57. Most of the increase in commercial production, however, appears to be offset by a substantial decline in home-produced vegetables.

All of the increase in rate of consumption of commercially produced vegetables was due to increased use of processed items. Use of fresh vegetables per person declined moderately. Since 1950 per capita consumption of vegetables (fresh weight equivalent) has remained fairly stable at about 200 pounds per year. This total is not expected to change much during the next 4 to 6 years. However, processing is likely to continue to gain in relative importance.

Probable requirements for fresh vegetables, processed vegetables, potatoes, sweetpotatoes, dry beans and dry peas 4 to 6 years from now are discussed in the commodity sections.

COMMERCIAL VEGETABLES FOR FRESH MARKET

Outlook

Prospects point to continued strong demand for vegetables in 1959. Economic activity has recovered from the lows reached in the spring of 1958, as industrial production, construction outlays, manufacturer's new orders and sales, and employment have advanced in recent months. A further expansion of

economic activity is expected to extend through 1959. A further rise in Government and consumer demand, and a shift from inventory liquidation to a modest buildup are in prospect for 1959. Business investment, which declined about a fifth in the past year, is expected to level out or possibly increase some in 1959. Consumer disposable income is likely to be higher in 1959 than in 1958.

With demand for food expected to be generally strong, prices received by farmers for fresh market vegetables in 1959, compared with 1958 will depend largely on the volume and quality produced, and on the seasonal pattern of marketing. If production in 1959 is about the same as in 1958, and the pattern of harvesting is near normal, prices for the year as a whole may average a little lower than in 1958. Should weather in early 1959 be more nearly normal than in early 1958, prices during the coming winter and early spring are expected to average much lower than the high levels of a year earlier. The high prices in the early months of 1958 were due largely to short supplies of a number of vegetables as a result of freezes and excessive rains which destroyed or severely damaged many winter crops, particularly in Florida.

A more normal marketing pattern early in the year would also mean less overlap of harvests in late spring and summer than in 1958. Thus, prices during the last half of 1959, particularly during summer and early fall, may average somewhat above those of a year earlier.

Supplies of fresh market vegetables are expected to be a little larger this fall than last. Most of the estimated increase is in early fall cabbage and in early and late fall cauliflower. But production of early fall spinach is also up substantially and tomatoes up slightly. Supplies of lettuce have been lighter in early fall than last year, but the late fall crop is up materially. Also, more sweet corn and eggplant are in prospect this fall than last, but less celery, snap beans, Brussels sprouts and green peppers. Early October estimates indicated more early fall carrots than a year ago, but subsequent floods have lowered production prospects in Texas, which produces about a fifth of the crops. Supplies of dry onions available for fall and winter markets are materially smaller than a year ago. Production of late summer onions at 15.9 million hundredweight, is 7 percent less than last year and 4 percent below the 1949-56 average. Although some individual items will be priced higher, the overall average price received by farmers for fresh vegetables during the next 6 to 8 weeks is expected to average near those of a year earlier.

Information is not available on probable production of vegetables for winter harvest. The Department of Agriculture acreage-marketing guide, released in August, recommends for the winter of 1959 a planted acreage 2 percent less than last winter. Yields near the average of recent years, on the suggested acreage, would result in a production 10 percent larger than last winter. The acreage-marketing guide for spring vegetables will be released early in November.

Annual per capita consumption of commercially produced fresh vegetables increased significantly during World War II, and reached a peak in 1945. Fresh vegetables faced stiffer competition from processed vegetables and other foods as forces generated by the war subsided. Consequently, consumption of fresh vegetables per person has trended downward in the postwar period. Rate of consumption per person is likely to show a further slight decline in the next 4 to 6 years. Because of increasing population, however, total consumption is expected to be at least moderately larger than the 1955-57 level of production. Consumption of melons per person probably will be moderately larger than the 1955-57 average, due to an expected increase in watermelons.

Foreign Trade Prospects

Foreign trade in fresh vegetables is relatively small compared with annual domestic production. However, imports and exports of fresh vegetables are important to certain areas particularly in the winter and spring season. Cabbage, carrots, celery, lettuce, melons, onions and tomatoes make up a large percentage of U. S. exports, most of which go to Canada. As a result of adverse weather, particularly in Florida, production of a number of vegetables, including tomatoes, cucumbers and peppers, was extremely light during the early months of 1958, and prices in winter and early spring were at or near record levels. In the first 8 months of 1958 exports of fresh vegetables amounted to about 588 million pounds, 4 percent less than the quantity shipped during the first 8 months of 1957. Exports during the remainder of 1958 are expected to be near those of a year earlier. Barring further trade restrictions by Canada, exports in the first half of 1959 are expected to exceed the volume for the first 6 months of 1958.

High winter and spring prices in this country attracted increased quantities of vegetables from Mexico and Cuba, the countries in which most of our imports originate. Principal items imported include cucumbers, peppers, tomatoes, turnips and melons, most of which arrive in the winter and spring. In the first 7 months of 1958, the U. S. imported 561 million pounds of fresh vegetables and melons compared with 343 million pounds in the corresponding months of 1957. More than two-thirds of the total increase was in imports of tomatoes.

Indications are that imports of fresh vegetables in the first half of 1959 is likely to be substantially smaller than a year earlier. Domestic supplies are expected to be larger and supplies available for import are likely to be smaller.

Early indications pointed to larger acreages of winter vegetables, particularly tomatoes in both Cuba and Mexico, as the result of an extremely profitable 1957-58 season. This outlook still holds for Cuba. Although acreage of ground tomatoes in Cuba probably will be down, cucumbers and staked tomatoes are expected to increase sharply. But adverse weather has sharply curtailed production prospects in Mexico. Heavy unseasonal rains are reported to have caused widespread destruction of crops on the West Coast of Mexico. Remaining

acreage is said to be severely damaged by the excessive water. At least through early winter, imports of vegetables from Mexico are likely to be very light.

Outlook for Major Items

Cabbage

Indications are that supplies of cabbage available for fresh market this fall and winter will be materially larger than a year earlier. Acreage of the early fall crop is up only slightly from last year, but yields are expected to be substantially higher. Thus, total prospective production from the early fall crop, including production for processing, is up 13 percent from last year but 2 percent below the 1949-56 average. Subtracting out an estimated 24 percent larger production for kraut on contract acreage would leave about a tenth more cabbage to be sold on the open market. With open market purchases for kraut expected to be close to those of last year, supplies moving into fresh market outlets are expected to be substantially larger than last fall. Production from the less important late fall crop, which typically makes up about 5 percent of the fall total, is expected to be 9 percent larger than last year.

Intention reports on September 1 indicate that farmers plan to plant a 15 percent larger acreage of cabbage for winter harvest this year than last. Practically all of the intended expansion results from a one-third increase in Texas, where 1958 acreage was well below average. But Texas yield was record high last winter. Yields near the 1955-57 average, on the indicated acreage would result in only a 10 percent increase in production. Heavy rains have delayed planting in Texas, so that the bulk of marketings from that area is expected to be later than usual. Growers in Florida and California reportedly plan to plant the same acreage as a year ago. The intended acreage with normal abandonment and 1953-57 average yields by States would result in a production substantially larger than last year and moderately above the 1949-56 average. Most of the increase in production would be in Florida, where yields last winter were very low. Because of the delay in planting the Texas crop, there is likely to be a bulge of marketings in mid-winter. Also, winter production will be supplemented by larger carryover stocks of Danish cabbage from the early fall crop. But the size of the winter season crop will be the dominant factor in the cabbage market in the early months of 1959.

Supplies and prices of cabbage in the fall of 1957 were at moderate levels. But due largely to unfavorable weather and distorted marketing schedules, and to the shortage of a number of other fresh vegetables, prices for the winter crop, which was larger than a year earlier, were about a fifth above those of a year earlier and much above average. Should present production prospects materialize, prices received by farmers for fall cabbage

are likely to average at least moderately below those of a year earlier; prices to growers of winter cabbage probably will be at moderate to low levels, and much below those of the last season.

Carrots

Reports in early October pointed to larger supplies of carrots this fall than last, particularly in the early part of the season. However subsequent excessive rains and floods in Texas have caused considerable damage to the early fall crop. A large part of the early fall crops in the East and midwest goes to processors. There is also a fairly heavy movement to freezers in the Northwest. Processors demand may be a little stronger this fall than last. The less important late fall crop, estimated at 2.2 million hundredweight, is 6 percent smaller than last year.

Larger supplies of carrots available in producing areas during the early part of the season kept the market under pressure, and prices averaged substantially below those of a year earlier. During the next few weeks, prices compared with a year earlier will be significantly influenced by the size and quality of the Texas crop and the timing of marketing.

The Department acreage-marketing guide for winter vegetables recommends a planted acreage of carrots in Texas 10 percent larger than in 1958 and no change in acreage in Arizona and California. However, reports indicate that the excessive rains in Texas have delayed planting of a part of the Texas crop and damaged some acreage already planted.

Celery

Celery probably will be in a little lighter supply this fall than last. Production for early fall is estimated at 742,000 hundredweight, 14 percent more than last year. The increase is the result of higher average yields in Michigan, which accounts for over half the early fall volume. But this increase is more than offset by a decrease in the important late fall crop. Prospective output of this crop, produced in California, is estimated at 3.0 million hundredweight compared with 3.3 million last year. The smaller production resulted from moderately lower acreage and yield. Total fall supplies would be about 7 percent less than last year, and 4 percent below the 1949-56 average.

During the early weeks of October, marketings and prices were near those of a year earlier. Remaining supplies for fall, however, are lighter than a year ago, and prices in November and early December are likely to average above the corresponding weeks of 1957.

Production estimates are not yet available for winter celery. But the Department has recommended a 15 percent smaller planted acreage in Florida and California than last winter, and no change in Arizona. However, reports of monthly plantings in Florida through September 30 indicated that early season plantings in that State were running more than a fifth above either last year or 1956.

Lettuce

Overall supplies of lettuce are expected to be a little smaller this fall than last. Substantially smaller supplies compared with a year earlier are in prospect from the important early fall crop, but production in late fall is expected to be materially larger than that of last year. The early fall crop is estimated at 4.8 million hundredweight, 14 percent less than last year and about a fifth below the 1949-56 average. The decrease from a year earlier resulted from a sharp cut in acreage in California, which produces about four-fifths of the crop. Acreage for harvest in New Mexico is 50 percent larger than that of 1957, and acreage in Texas is up substantially.

The late fall crop, grown in Arizona, is estimated at 3.1 million hundredweight, about a fifth above last year and more than 75 percent above the 1949-56 average. The 1958 acreage was up 7 percent over 1957, and about 80 percent above the 1949-56 average. During the early part of the fall season weather was moderate and supplies from local areas and home gardens held up better than usual. Despite lighter shipments from commercial areas, f. o. b. prices generally averaged the same to lower than a year earlier. Although prices are expected to be higher in mid-fall than a year ago, they are likely to average lower during the last few weeks of the fall season.

The acreage-marketing guide for winter vegetables suggests a planted acreage 10 percent below 1958 in California and no change from 1958 in other States. Normal abandonment and 1952-56 average yields by States, on the recommended acreage, would result in a production slightly larger than both last winter and the 1949-56 average.

Tomatoes

Slightly more fresh market tomatoes may be available in the early part of this fall than a year earlier. Acreage of the California early fall crop is the same as a year earlier, but yields promise to be a little higher. Indicated production at 3.2 million hundredweight is slightly larger than last year, and substantially above the 1949-56 average. Acreage for late fall harvest is about a tenth smaller than a year ago, with a substantial cut in Florida, which produces 80 to 90 percent of the late fall volume. Yields near the 1953-57 average, on the indicated acreage, would result in a production materially smaller than last year and moderately below the 1949-56 average. If production should be near the above suggested levels, prices during mid-fall are expected to average near those of a year earlier, but in late fall are likely to average substantially higher.

The acreage-marketing guide recommends a 5 percent smaller planted acreage of winter tomatoes than last season. Last winter the bulk of the crop was destroyed by freezes and excessive rains in Florida. The suggested acreage with normal abandonment and 1952-56 average yields would result in a production more than a third above the 1949-56 average. Tomato producing areas on the West Coast of Mexico, which supply a large part of U. S. winter imports, have been hard hit by floods and excessive rains. Production in Mexico, at least early in the season is expected to be light. With much larger domestic production and much lower prices in prospect, imports of tomatoes probably will be much smaller than the heavy imports of last winter.

Onions

Supplies of dry onions available for market this fall and winter are smaller than both those of a year earlier and the 1949-56 average. Supplies for fall and winter consumption will come from storage stocks of late summer onions. Acreage of the late summer crop was down moderately from last year and yields were slightly lower. Estimated production at 15.9 million hundredweight was 7 percent smaller than in 1957, and 4 percent below the 1949-56 average. Most of the reduction compared with a year earlier was the result of a slightly smaller acreage and substantially lower yields in New York, and a substantially smaller acreage and lower yields in Michigan. Prices received by farmers on September 15 averaged $2.40 per hundredweight compared with only $1.60 in mid-September 1957. With the lighter supplies available, prices into late winter are expected to continue materially above those of a year earlier.

Intentions reports in early October indicated that growers planned to plant 43,000 acres of onions in Texas for early spring harvest. This would be 59 percent larger than the acreage harvested last spring, and 17 percent above the 1949-57 average. Most of the increase was planned in non-irrigated areas, where yields are relatively low. At the time of the intentions report wet weather had delayed planting and seeding operations in some areas. Further excessive rains and floods have further delayed planting and also damaged or destroyed some acreage already planted. Prices of onions from late winter into late spring will depend largely on the size and pattern of harvest of the early spring crop.

VEGETABLES FOR COMMERCIAL PROCESSING

Outlook

Supplies of canned vegetables available for distribution into mid-1959 are expected to be a little larger than a year earlier. Carryover stocks of both canned and frozen items into the current season were significantly smaller than a year earlier. But a larger canned pack is expected to more than offset

the smaller beginning stocks. Supplies of frozen vegetables in the current season are expected to be somewhat smaller than the heavy supplies of a year earlier. Nevertheless, most frozen items are in ample supply.

Use of processed vegetables has increased sharply during the last two decades. Consumption of commercially processed vegetables (fresh equivalent) increased from about 55 pounds per person in 1937-39 to 95 pounds in 1955-57. Canned vegetables accounted for 27 pounds of the increase, frozen for 13 pounds. The prospect of higher incomes, improved processing technology and increasing emphasis on "convenience foods" is likely to mean a continuation of the trend toward increased consumption of processed vegetables. During the next 4 to 6 years largest relative gains are expected to occur in the frozen component, with most items registering moderate to substantial gains. Canned items are also likely to show a slight increase in rate of consumption compared with 1955-57. Increases in asparagus, lima beans, snap beans, tomato products and pickles are expected to more than offset slight to moderate declines in canned green peas, spinach, and sauerkraut.

1958 Production for Processing Materially Above That of 1957

Extimates of the Crop Reporting Board in early October indicated that the aggregate pack of vegetables will be about a tenth larger this year than last, and substantially above the 1949-56 average. Combined acreage of 9 important vegetables for commercial processing was down 7 percent from a year earlier. But acreage of tomatoes, which has a high average yield per acre compared with other crops, was up 12 percent. Thus, despite the overall cut in acreage, tonnage of 8 vegetables for processing promises to be about 10 percent larger than last year. Although these estimates do not include asparagus, cucumbers, fall spinach, or open market purchases of cabbage for kraut, they typically make up more than 90 percent of the total tonnage of the 10 processing crops for which the Department of Agriculture makes regular estimates.

Disposable income is expected to increase further in the months ahead, and demand for processed vegetables is likely to continue strong through the first half of 1959. Higher costs of labor and some canning materials mean higher unit cost to packers, but some processors, particularly canners in areas where production is up, may not be able to pass along all the increase in costs. Distribution costs are also up, and retail prices of both canned and frozen vegetables are likely to average a little higher this season than last.

CANNED VEGETABLES

Outlook

Indications are that total supplies of canned vegetables available for distribution in the 1958-59 season will be at record levels, a little

larger than last season and substantially above the 1949-56 average. Among major items, tomato juice and tomato products appear to be in heaviest supply relative to last year and relative to anticipated demand. But tomatoes are also likely to be up materially from a year earlier and snap beans up moderately. Supplies of green peas are substantially the same as the heavy supplies of a year ago. Canned corn will be down substantially from the burdensome supply of last season, but about in line with the 1949-56 average. Among other canned items, supplies of lima beans and beets are likely to be somewhat smaller than last season, asparagus about the same, and sauerkraut larger.

If the 1958 canned pack is as large as presently indicated, carryover stocks at the end of the current season are likely to be slightly larger than a year earlier. But material increases are expected in carryover of tomato juice, and tomato products. Processors in 1959 may plant or contract close to the same total acreage as in 1958, but are likely to make a moderate to substantial cut in acreage of tomatoes for processing.

Canned Peas

Due to heavy supplies and low prices of canned green peas last season, growers in 1958 cut acreage about 17 percent. Growing conditions were generally favorable for the crop, and average yield was only slightly below last year's record. The National Canners Association reported a 1958 pack equivalent to 29.5 million cases, 24/2's. This was 4.3 million cases or 13 percent less than last year's pack. But stocks at the beginning of the season, at 10.9 million cases, 24/2's equivalent, were 4.9 million cases larger than a year earlier. Thus, supply of canned peas available in the current season is slightly larger than last season and about a sixth above the 1949-56 average.

The disappearance rate of canned peas last season was the largest since the 1951-52 season. Good movement of peas was indicated in the early part of the season, but continuing heavy supplies are holding prices near the low levels of a year earlier. Carryover of peas at the end of the current season is expected to be close to the large carryover at the beginning of the season. Canners should aim for a substantially smaller pack of green peas in 1959 in order to bring supplies in line with demand and improve market prices.

Snap Beans

Indications are that supplies of snap beans available in the 1958-59 season may be a little larger than last year, and the largest of record. Combined canner and distributor stocks at the beginning of the current season were somewhat larger than a year earlier, and production for processing is up slightly. The Crop Reporting Board in early September estimated total production of snap beans for processing at 368,100 tons, about 2 percent more than in 1957. Based on early intentions reports of canners and freezers it appears likely that the canned pack will equal or slightly exceed that of 1957.

Production of snap beans for processing has increased sharply in the last five years. The large supplies and stepped-up promotion of this item has resulted in successive record disappearances in each of the last five seasons. During the current season, snap beans will continue to face stiff competition from heavy supplies of other canned vegetables. F.o.b. prices early in the season have been well maintained, with most grades and styles selling at or near those of a year earlier. A broad market and heavy promotional effort is likely to result in another season of record or near-record disappearance. Prices received by canners are expected to average near those of last season, but retail prices are likely to be a little higher.

Canned Corn

Canner and distributor stocks of canned sweet corn at the beginning of the current season amounted to 7.4 million cases, 24/2's equivalent. This was a little more than the 1949-56 average carryover, but was moderately smaller than the carryover a year earlier. The 1958 pack is expected to be substantially smaller than that of 1957. Largely as a result of a material cut in acreage, estimated tonnage for processing was down 12 percent from last year. Total supplies of corn available into mid-1959 appear to be significantly smaller than the heavy supplies of the last two seasons, but probably about in line with the 1949-56 average.

Prices of canned corn during the early part of the season have averaged a little above the low levels of a year earlier. With materially smaller supplies and generally higher distribution costs, both f.o.b. and retail prices into mid-1958 are expected to average at least moderately above those of a year earlier. Heavy supplies of other canned vegetables will again offer keen competition, and will tend to keep corn prices at moderate levels.

Tomatoes

Early reports point to heavy supplies of tomato juice and tomato products, and a material increase in tomatoes. Canner and distributor stocks of tomatoes at the beginning of the current season were the lightest since 1951 and a third smaller than last year. Stocks of tomato juice and most tomato products were also smaller than the heavy stocks of a year earlier. But smaller beginning stocks will be much more than offset by the large 1958 output. Indicated acreage for harvest was up 12 percent and yields are expected to be the second highest of record and 14 percent above last year. Thus, production of tomatoes for processing is estimated at 4.2 million tons, about a fourth larger than last year. The increase in production over a year earlier was fairly general with all sections of the country showing a substantial increase. California continued to increase in importance with about three-fifths of the total tonnage. Ten years ago California produced only a third of the crop.

Consumption of tomato juice and tomato products has increased sharply in the postwar period. Movement into consumption in the current season is expected to remain at or near record levels. But if production is as large as indicated, carryover stocks will be heavier at the end of the season than at the beginning. Retail prices for tomatoes, tomato juice and most tomato prodcuts into mid-1959 are likely to average moderately lower than a year earlier.

Cucumbers for Pickles

Production estimates on cucumbers for pickles will not be available until November 12. However, acreage and condition of the crop in early September point to a smaller tonnage than last year. Planted acreage was down 7 percent from 1957, with material cuts in the Central and Western States more than offsetting a slight increase in the South. Among the four largest producing States, North Carolina reported 11 percent more acreage than last year, but Michigan and Wisconsin made cuts of 15 and 17 percent respectively, and California growers planted 9 percent less acreage. The average crop condition on September 1 was 86 percent, slightly better than a year ago. Should yields by States be near the 1955-57 average, production would be somewhat below that of last year, but materially above the 1949-56 average. Carryover stocks on October 1 probably were substantially larger than those of a year ago, and may have more than offset the smaller expected production. Total supplies for the current season are likely to be the same to moderately larger than those of a year earlier.

Consumption of cucumber pickles per person is substantially higher than it was a decade ago, partly as a result of more intensive promotion and merchandising. Consumption in 1959 is expected to continue at or near record levels. Prices are expected to average near those of a year ago.

Cabbage for Kraut

The Crop Reporting Board, as of October 1, estimated production of cabbage for kraut on contract acreage and other acreage controlled by packers at 133,300 tons. This is about a fifth above that of last year and well above average. The increase over a year ago is largely due to sharp increases in acreage in Ohio and Wisconsin and substantially higher yields in New York State. Information is not yet available on open market purchases of cabbage for kraut. Such purchases typically make up 40 to 50 percent of the tonnage used for kraut. Total production of early fall cabbage, including cabbage for processing, is up 13 percent. Allowing for the estimated production from contract acreage for kraut, indicated production for open market purchases will be about a tenth larger than last year, and prices should average below those of last fall. But with a substantially heavier production from contract acreage, open market purchases of cabbage for kraut may not exceed those of a year earlier.

The larger expected production of kraut this year compared with last will be partly offset by smaller stocks at the start of the current season. But supplies are likely to be moderately larger than those of last season, and near the 1949-56 average. Consumption of kraut, and retail prices, are expected to average near the levels of a year earlier.

Spinach

Supply of spinach available in the current season is significantly smaller than that of a year earlier. Stocks at the beginning of the season were larger than in 1957, but the production of 1958 winter and spring crops, combined, amounted to only 95,000 tons. This was about a fifth less than last year, but only slightly below the 1949-56 average. The winter and spring crops typically make up about three-fourths of the annual total. The first estimate of fall production for processing will be available November 12.

Lima Beans

Supplies of canned lima beans are substantially below both those of a year ago and the 1949-56 average. Estimated production of limas for processing was slightly above 1957 but stocks at the beginning of the 1958 season were a third smaller than last year. Geographic distribution of production is significantly different this year from last, with production in the Delaware-Maryland-Virginia area about 20 percent larger than last year but still well below average. But weather was unfavorable in Wisconsin and indicated production is down sharply from both a year earlier and average. Production in California and Washington combined was down slightly from last year, but more than a third larger than the 1949-56 average.

Beets

Indications are that the supply of canned beets is moderately smaller than a year ago, but moderately to substantially larger than the 1949-56 average. Stocks at the beginning of the current season were larger than a year earlier, but estimated production for processing at 145,500 tons was down about a tenth from last season. The decline in production was due to smaller acreages in New York, Wisconsin and Oregon and lower yields in New York and Oregon.

FROZEN VEGETABLES

Supplies of frozen vegetables this season are somewhat smaller than a year ago. Stocks at the beginning of the marketing year were substantially smaller than a year earlier. Although 1958 pack figures are available for only a few items, indications are that the total pack will be moderately to substantially smaller than a year earlier. The 1958 pack of frozen asparagus at 24 million pounds was almost a fourth less than last year. The spring pack of spinach, which usually accounts for about two-thirds of the annual pack, was reported by the National Association of Frozen Food Packers at 61 million pounds, a fifth less than last year. The pack of green peas was also down to 251 million pounds in 1958 compared with 296 million in 1957. Acreage and freezing intentions reports also indicate the pack of most other items is likely to be smaller than last year.

Total stocks of frozen vegetables on October 1 amounted to 869 million pounds, about 116 million pounds less than a year earlier but materially above the 1952-56 average. Holdings of snap beans and mixed vegetables were moderately larger than a year ago, but stocks of all other items were moderately to substantially smaller.

Consumer demand for frozen vegetables in 1959 is expected to continue strong. Supplies of most items are ample and some will face keen competition from fresh and canned vegetables. However, with smaller supplies than last season and generally higher processing and distribution costs, retail prices of frozen vegetables into mid-1959 are likely to average a little higher than a year earlier.

During the past 20 years annual consumption of frozen vegetables increased from less than half a pound to about 7.5 pounds per person. Higher incomes and improved processing technology appear to have been important forces contributing to the increase. The demand for and supply of frozen vegetables in the next 4 to 6 years is expected to increase at a moderately to substantially faster rate than population.

POTATOES

Outlook

The fall crop of potatoes is considerably in excess of trade needs, and prices received by growers during the next few months are expected to remain at relatively low levels. Federal and State marketing orders and agreements, which permit growers to market for tablestock only potatoes meeting certain preferred size and grade specifications, are again in effect in many important producing areas. The Department of Agriculture is also making supplementary payments under a diversion program in areas where satisfactory marketing plans have been developed. Farmers can best contribute to clearing up burdensome supplies and maintaining best overall market conditions by orderly shipment of high quality potatoes throughout the marketing season. Farmers should plant a materially smaller acreage in 1959 than they planted in 1958.

Demand for potatoes and per capita consumption declined sharply from the late 1920's to the early 1950's. With the introduction of new processed items, improved quality and more intensive merchandising of both processed and fresh products, the downtrend appears to have been halted, at least temporarily. Prospects appear good for maintaining consumption rates near the 1955-57 level during the next 4 to 6 years.

Now in Surplus Supply: Smaller Acreage Intended For Winter Harvest

Potato acreage for harvest in both late summer and fall States was moderately larger this year than last. Weather in most of the important producing areas has been generally favorable and record average yields are in prospect.

Estimated production of the combined late summer and fall crops, amounted to 211 million hundredweight, 12 percent more than last year and 14 percent above the 1949-56 average. The large crops have resulted in a considerable surplus of potatoes and consequent low prices.

Growers in both Florida and California in early September indicated intentions to plant substantially smaller acreages for harvest this winter than last. Florida growers reported intentions to plant 15 percent less acreage and California growers 19 percent less. But barring extremely adverse weather such as hit the Florida crop last winter, yields are likely to be substantially above those of a year earlier. The winter crop is relatively small compared with winter consumption which comes mostly from storage supplies of fall crop potatoes.

Fall Acreage and Production Up in All Regions

Total acreage of potatoes for fall harvest was 7 percent larger than last year and, with anticipated higher yields, indicated production is up 19 million hundredweight. The sharpest increase in production occurred in the 9 central States where last year's crop was very short because of weather damage, particularly excessive rains in the Red River Valley. Acreage for harvest in these States is up about a tenth and prospective production is up 10 million hundredweight, or almost a third.

Acreage in the 8 eastern States was up 5 percent as a substantial increase in New York and a moderate increase in Maine more than offset slight cuts in Pennsylvania and some of the less important States. Indicated yield is higher than last year in all States except Maine where lower yields about offset the increase in acreage. Total prospective production is up 4.7 million hundredweight, or 8 percent. Approximately 2.7 million hundredweight of the increase is in New York which produces about a fourth of the crop in the East.

Due to a larger acreage for harvest, indicated production in the 9 western States shows an increase of 4.7 million hundredweight, or 7 percent over that of a year earlier. About two-thirds of the increase in production is in Idaho where acreage for harvest is up 11 percent. But production is also up substantially in Colorado and moderately in California.

Large Part of Fall Crop Covered by Marketing Agreements and Orders

During recent seasons marketing agreements and companion marketing orders have been in effect in several important producing areas. The agreements and orders, which authorize certain size, quality and maturity restrictions

promote more orderly marketing of the crop and increase returns to the grower. Federal marketing orders for potatoes are now in operation in Maine, Colorado, Washington, Idaho, the Red River Valley of Minnesota and North Dakota, Oregon, and the counties of Modoc and Siskiyou in Northern California. Federal agreements and orders are authorized in some other areas but are not in effect. Based on the distribution and prospective size of the 1958 fall crop of potatoes, about 70 percent of the crop is in areas covered by Federal marketing agreements and orders. In addition, a few other areas operate under State marketing agreements and orders that restrict marketings of tablestock potatoes.

The 1958 Potato Diversion Program

Potato prices in mid-August were already at very low levels with most of the late summer crop and the large fall crop yet to be harvested. In recognition of the large surplus of potatoes and in response to industry requests, the Department of Agriculture on August 29 announced a potato diversion program. Like the 1957 diversion program, to which it is in many respects similar, the present program will assist the potato industry in marketing the large crop, will help provide consumers with only the better quality potatoes, and will aid farmers in disposing of lower quality in nonfood outlets.

The program will be available in States or areas where the potato industry develops and submits to the Department an acceptable plan for utilizing the potato crop. Growers in areas where the plan is approved must supply the market with quality which grades at least U. S. No. 1, minimum 2-inch diameter for round varieties, and U. S. No. 1, minimum 2-inch diameter or 4 ounces, or U. S. No. 2 minimum 8 ounces for long varieties. In participating areas, supplementary payments will be made for U. S. No. 2 or better quality potatoes diverted to starch, feed or flour, provided such potatoes have a minimum diameter of two inches, or in the case of long varieties, a 2-inch diameter or a minimum weight of 4 ounces. Rates for diversion is 50 cents per hundredweight for 1958 crop potatoes diverted through November 30, 1958; 40 cents per hundredweight from December 1, 1958 through February 28, 1959; and 30 cents per hundredweight from March 1 to April 30. The program will be administered locally and will be operative only during the period of price depressing supplies.

Foreign Trade

United States foreign trade in potatoes is relatively small--exports typically amount to less than 2 percent of annual production. Imports are usually about half as large as exports. This trade, conducted principally with Canada, generally has little overall effect on domestic markets, but is important to certain areas. Despite the large domestic production and low prices during most of the period, the United States exported only 2.6 million

100-pound sacks during the season July 1, 1957 through June 30, 1958. This was about 600,000 sacks less than exports in the 1956-57 season. Owing largely to high prices in this country in the late winter and spring of 1958 imports the past season were unusually high--3.2 million sacks--double the 1.6 million sacks imported in the previous season.

With extremely heavy supplies of potatoes available in this country imports are likely to be substantially smaller this season than last. Also Canadian production is materially smaller than last year. Barring further trade restrictions by Canada, U. S. exports probably will be at least moderately higher.

Continued Low Level of Prices in Prospect this Fall and Winter

Potatoes are in burdensome supply as a result of the large late summer and fall crops, and prices are depressed. Growers in Florida and California report intentions to plant 17 percent less acreage of potatoes for winter harvest. But near normal yields on the smaller acreage would result in a production moderately larger than that of last year when the Florida crop was severely damaged by cold, wet weather.

The marketing agreements and orders effective in many important producing areas and the potato diversion program will tend to lighten somewhat the pressure on fall and winter markets. But heavy supplies will continue to be available for distribution in regular trade channels, and prices received by farmers this fall and winter are likely to average materially below those of a year earlier and retail prices moderately to substantially lower. Under these conditions, best overall market conditions probably can be attained by the industry by orderly shipments of good quality potatoes throughout the marketing season. Farmers should plant materially less acreage to potatoes in 1959.

SWEETPOTATOES

Outlook

Supplies of sweetpotatoes available in the current season appear to be slightly larger than last season but materially below the 1949-56 average. Prices in the early part of the season have been a little below those of a year earlier. Prices will advance seasonally into the winter and spring, but are likely to average a little lower than a year earlier.

Production of sweetpotatoes has declined sharply since World War II. The rapid decline appears to have been due partly to a decline in demand and partly to factors associated with production aspects of the industry. Some of these that helped to curtail sweetpotato production may have reached their maximum effect. Although consumption per person probably will show a further

slight decline in the years just ahead, total production 4 to 6 years from now is likely to be near the 1955-57 average.

1958 Crop About The Same As Last Year

Early October estimates indicated a 1958 sweetpotato crop of 18.3 million hundredweight. This compares with 18.1 million hundredweight last year, and a 1949-56 average of 19.8 million. Acreage for harvest is down slightly from a year ago, but yields are expected to be slightly above the previous 1957 record. Acreage in most of the southeastern States continued to decline, but growers in Louisiana, which produces about a fourth of the total crop, planted 4 percent more acreage than last year. Planting in Louisiana, Georgia, the Carolinas, Virginia, and New Jersey was later than usual because of unfavorable weather. But weather conditions were favorable for development of the crop and yields in all States except Kentucky, Tennessee and Louisiana are expected to equal or exceed those of a year earlier, and even in these States yields are above average.

The geographic distribution of the crop is somewhat different from that of last year. Production is up quite generally in the Northeast. New Jersey production is up 4 percent, Maryland 24 percent and Virginia 13 percent. Prospective production is down slightly in the Southeast and South Central area, Alabama and Mississippi being the only States reporting increases. Indicated production in the West is up moderately--increases in Texas and Oklahoma more than offset a decline in California.

Prices Likely to Average A Little Below Those of a Year Earlier

Demand for sweetpotatoes in the 1958-59 season is expected to be about the same as in the previous season. Prices received by farmers on September 15 averaged $2.74 per hundredweight, compared with $2.97 in mid-September 1957. Prices have begun to strengthen, however, and are expected to advance seasonally into the spring. However, prices to growers are likely to average a little lower this season than last.

The demand for and the per capita consumption of sweetpotatoes has shown a sharp decline in the postwar period. Although prices in a number of recent years have compared favorably with those of earlier years, these favorable prices have been obtained only at the expense of sharply reduced production. Growers continue to have the problem of high labor requirements for this crop. The sweetpotato weevil is also a serious problem in the Southeast. Although growers in some States are likely to plant a larger acreage next year, recent experience suggests that total acreage in 1959 is likely to be no larger than this year.

DRY EDIBLE BEANS

Outlook

Supplies of dry edible beans are materially above anticipated domestic and export sales. Prices received by farmers declined sharply from June-July levels and on September 15 were slightly below those of mid-September 1957. Prices during the remainder of the current season are expected to average moderately to materially below those of a year earlier. Farmers should plant a materially smaller acreage of dry beans in 1959.

During the last two decades, demand for dry edible beans has apparently declined. Although prices of dry beans have been generally lower than prices of all farm products, annual consumption per person has declined from almost 9 pounds in 1937-39 to less than 8 pounds in 1955-57, most of the decline occurring in the late 1940's. The slight downward trend in rate of consumption since 1950 probably will continue during the next few years. No significant increase in foreign demand is expected. A production moderately larger than the 1955-57 average, but somewhat below that of 1958 would be adequate to meet anticipated domestic and export needs 4 to 6 years from now.

Supplies Substantially Larger Than Last Year, and Above Normal Requirements

Indications are that supplies of dry edible beans in the 1958-59 season will be about an eighth larger than last season. Stocks at the beginning of the current season were substantially smaller than a year earlier, but this did little to temper the 19 percent increase in production. Indicated output of dry beans at 18.7 million hundredweight is about a tenth above the 1947-56 average, and moderately to substantially above domestic and export sales in most recent years.

The increased production compared with last year is due to a tenth larger acreage and record average yield. Acreage is up in all areas with the sharpest increase in the Northwest.

Prospective Production Larger Than Last Year in All Areas Except Southwest

Although production by classes is not yet reported, indicated production by areas gives some indication of prospective production of the major classes. Production in the Southwest, where most of the acreage is in pintos, is estimated at 2.0 million 100-pound bags, about 8 percent smaller than last year

and 11 percent below the 1947-56 average. Prospective production in the Northwest is 6.0 million bags, a fifth larger than last year and a fourth above average. In Idaho, where Great Northerns, pintos and small reds are the principal classes, indicated production is about a fourth above 1957 and 16 percent above average. Production in Washington, where small reds is the main class, continues to expand. Acreage was up sharply this year, and production is expected to be about 40 percent larger than last year and more than three times the 1947-56 average.

Production of dry beans in California is estimated at 4.2 million 100-pound bags, 17 percent more than in 1957, but slightly below the 1947-56 average. The crop of large limas, at 1.1 million bags, is a fifth larger than last year, but slightly below average. Production of baby limas, which have declined sharply in importance, is expected to be a little above last year, but less than half of average. Indicated production of other dry beans in California, at 2.7 million bags, is up about 420,000 bags from last year, and 380,000 bags above average. Most of these beans are blackeye, pinks and small white.

Support Prices for 1958 Crop Beans Slightly Below Those For 1957 Crop

The Department of Agriculture set the national average support rate for 1958 crop dry edible beans at $6.18 per hundred pounds. This is 68 percent of the February parity price and 13 cents below the support rate for 1957 crop beans. The support rates are 12 cents per hundred pounds less than last year for all classes of beans and all areas except for pinto beans in the State of Washington, for which the reduction is 22 cents. The additional 10 cents reflects a locational differential between Washington and Idaho.

The following support rates will apply to the various classes of 1958 crop dry beans (U. S. No. 1 quality per 100-pounds): Pintos $5.37 to $5.97, depending on area; Great Northern $6.07 to $6.57; pea and medium white $6.42 to $6.92; small white and flat small white $6.80; red kidney $7.98; pink $6.60; small red $6.65 to $6.75; large lima $9.55; and baby lima $4.80. Premiums and discounts are the same as under the 1957 program. Premiums for U. S. Choice Hand Picked and U. S. Extra No. 1 grade beans will be 10 cents per 100-pound for all except pea beans, on which the premium for U. S. Choice Hand Picked grade will be 25 cents. Discounts for U. S. No. 2 grade beans will be 25 cents.

Prices for 1958 Crop Beans Expected To Average Lower Than A Year Earlier

Supplies of dry edible beans available for distribution in the 1958-59 marketing season are substantially larger than last season. Domestic consumption of beans is expected to be a little larger than in the 1957-58 season.

Also, exports are expected to be materially above the 2.0 million hundredweight exported last season. The increase over last season is expected to result from larger exports of pea beans and other white classes. Exports of pintos are likely to be lighter than last season, when Mexico took a large quantity. Despite some increase in movement of beans, 1958 production is in excess of anticipated domestic and export sales. Prospects are that carryover stocks at the end of the current season will be materially larger than at the beginning of the season. With the exception of baby limas and pinks, all major classes are in ample to heavy supply. Substantial quantities of 1958 crop beans are expected to be placed under price support. About 2.3 million bags of 1957 crop beans, mostly pintos were placed under price support, and only about 100,000 bags of these were delivered to the Commodity Credit Corporation. Both the quantity of 1958 crop beans placed under loan and the quantity delivered to the Government are expected to be much larger.

The heavier supplies of most classes of beans, compared with a year earlier, are likely to mean moderately to substantially lower average prices to farmers. Also prospects are that carryover stocks at the end of the current season will be relatively heavy. Under these conditions, farmers should plant substantially less acreage in 1959 than 1958.

DRY FIELD PEAS

Outlook

Supplies of dry field peas are much smaller than both a year earlier and the 1949-56 average. Because of the shorter supplies compared with a year earlier, and substantially higher prices, domestic use of peas is expected to be moderately smaller this season than last and exports materially smaller, despite a good export demand.

Consumption of dry field peas per person is well below that of the war and immediate postwar years. However, in the last few years consumption has been fairly stable at a little more than half a pound per person. The rate of consumption is expected to remain near this level during the next 4 to 6 years, with total requirements about keeping pace with population growth. No significant change is expected in export demand. Total requirements in 4 to 6 years will be materially above the small crop of the current season, but probably about in line with the 1955-57 average.

Supplies in 1958-59 Substantially Below Last Season

Dry peas production in 1958 is estimated at 2.4 million 100-pound bags. This is about a fourth less than last year, and the smallest crop since 1940.

Stocks at the beginning of the 1958-59 season were also smaller than a year earlier. Thus, supplies of peas available for distribution in the current season are much smaller than either last season or the 1949-56 average.

About three-fourths of the cut in 1958 production, compared with last year, was due to a 23 percent smaller acreage for harvest, and about a fourth to lower average yields. Low prices received by farmers throughout 1957 and early 1958 appeared to be largely responsible for the sharp cut in acreage. Washington and Idaho, which account for more than four-fifths of the total crop, reported 16 and 27 percent less acreage, respectively.

Prices to Continue Well Above A Year Earlier

Demand for dry peas in the last several months has been quite active. With smaller supplies in prospect for the season, average prices received by farmers climbed from $3.16 per hundredweight in mid-June to $4.85 in mid-September, about $1.50 above those of a year earlier.

Domestic use of peas in the current season is expected to be moderately below that of the past two seasons, when supplies were heavy and prices relatively low. Because of the tighter supply situation, exports too are likely to be substantially below those of a year earlier. But good export demand, as a result of weather damage to the European crop, is likely to be an important factor in the U. S. market. Stocks of dry peas at the end of the current season probably will be relatively light. Prices received by farmers are expected to increase further, and to remain much above the low levels of a year earlier. The more favorable prices in prospect this season are likely to result in some increase in acreage in 1959. However, to avoid the risk of surplus production and low prices in the 1959-60 season, growers would do well to hold acreage at or below the 1957 level.

TRENDS AFFECTING THE MARKETING OF FRUITS AND VEGETABLES

by
Will M. Simmons 1/

In terms of farm value, annual sales of fruits in the years 1952-56 averaged $1.1 billion, and vegetables and potatoes $1.7 billion. This was a combined total of $2.9 billion, or almost 10 percent of total cash receipts from farming. Relative to cash receipts from all farm products, receipts from the sale of fruits and vegetables were somewhat less important in 1952-56 than 20 years ago. In the period 1935-39 sales of fruits and vegetables accounted for 12 percent of total cash receipts from farming. In terms of marketing and consumption these products are much more important than indicated by farm value. On a national basis they represent roughly a third of the total tonnage of food moved through retail stores, and about a fifth of total value.

In examining trends influencing the marketing of fruits and vegetables, the most obvious and perhaps most spectacular changes during the last two decades have been the increase in the size of the job, and changes in market organization and practices. The discussion which follows examines in detail these changes and some of the contributing forces.

Increase in Size of Job

Growth in Population

One of the most important of the forces which have combined to increase the size of the marketing job has been the rapid growth in population. In the United States today there are approximately 175 million consumers, about a third more than in 1940. Each consumer uses annually a little more than 500 pounds of fruits and vegetables (fresh weight equivalent). At rates of growth projected by the Bureau of the Census, population by 1975 will reach 224 to 228 million, more than a fourth above the present number. Trends in age composition and regional distribution of the population may modify demand somewhat, but they are not likely to materially influence total demand.

Shift from Farms to Cities

There has been a marked shift in population from farms to cities. The shift has been accompanied by a sharp decrease in production of fruits and vegetables for home use and an increase in volume of these items moving through the marketing system. Total increase in population between 1940 and 1957 was 30 percent, but increase in non-farm population was about 50 percent. Another difference is that people on farms are buying more of their food supply than they did before World War II.

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The net result of this growth and shift in population has been to greatly increase the physical volume of fruits and vegetables moving through the marketing channel . Figure 1 illustrates the magnitude of the increase in production of commercially grown fruits and vegetables, produced almost exclusively for sale.

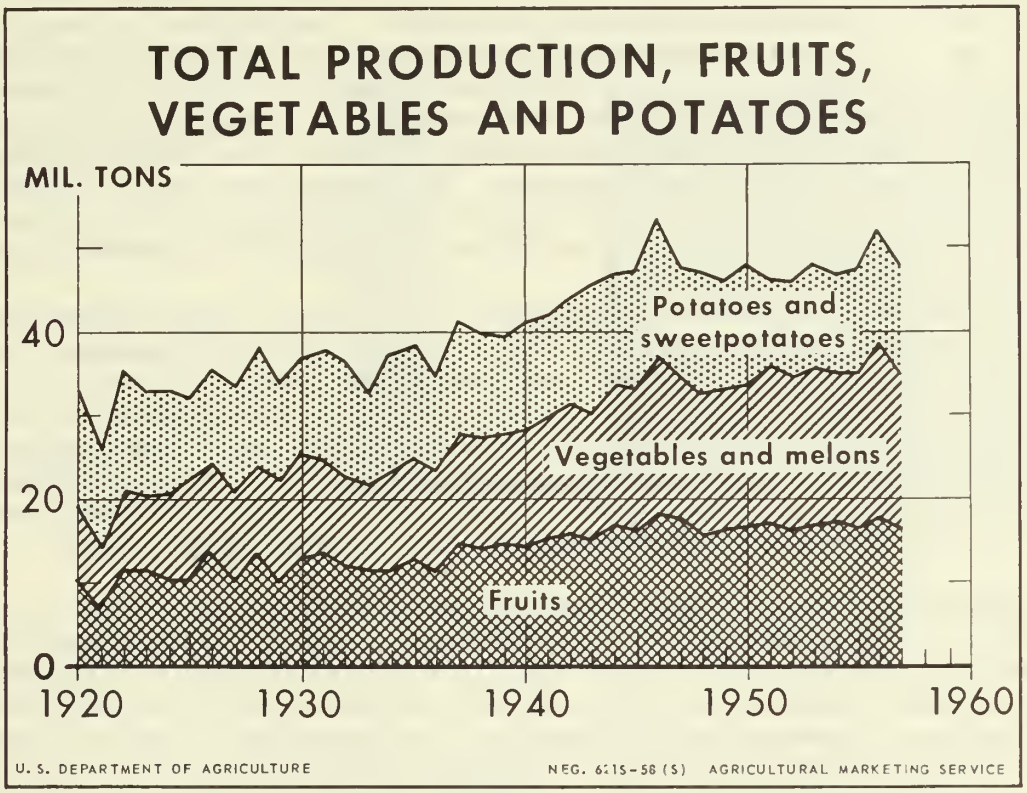

Figure 1

Since 1937-39 production of fruit has increased about a fifth, and commercial vegetables almost a half. Potato production fluctuated from year to year but showed no definite trend.

Increased Services

In addition to the increase in volume of fruits and vegetables marketed, there has been a tremendous increase in the marketing job because of an increase in services. There has been an increasing prevalence of washing, sizing and sorting for quality, packaging and processing. There has been a trend, too, toward more modern country assembly sheds and farmers markets, and toward more modern and more efficient terminal markets and materials handlir

equipment. Sometimes farmers and other businessmen lose sight of the magnitude of these additional services. For example, best estimates are that some 30 percent of all fresh fruits and vegetables are now in consumer packages when distributed to retail stores. 2/

Estimates indicate that about 7 percent of fresh peaches marketed are packaged before they reach the retail level, and similarly 20 percent of the grapefruit and oranges, 35 percent of the apples, and virtually all of the strawberries, blackberries, blueberries, cranberries and raspberries. Among the more important vegetables, only about 5 percent of the snap beans, cabbage, and lettuce are prepackaged prior to the retail level, but this ranges up to 10 percent for sweet corn, 20 percent for celery, 35 percent for dry onions, 55 percent for potatoes, 65 percent for tomatoes, and 90 percent for carrots. Additional quantities of many of these items are prepackaged in retail stores before they are displayed. Persons working in the field of produce packaging estimate that perhaps 80 to 90 percent of the volume of fresh fruits and vegetables may eventually be packaged in consumer units.

Another big increase in packaging is associated with a significant change in the pattern of marketing--the rapid growth in processing. The quantity of commercially produced fruit processed increased from about 3.3 million tons fresh equivalent in 1937-39 to 8.4 million tons in 1955-57; vegetables increased from 3.6 million to 8.0 million tons; and potatoes from a negligible quantity to a substantial part of the total crop. Processing does not necessarily increase cost, however, for reduction in waste, and in some instances savings in transportation, may decrease total cost.

Marketing today is significantly more efficient than it was in years past. This is evidenced by the fact that unit labor costs in marketing have increased less rapidly than wages. Hourly earnings or wages of workers engaged in food marketing increased 56 percent from 1947-49 to 1957, whereas unit labor cost increased only 28 percent. Nevertheless, costs of marketing have increased sharply because of the larger quantity marketed, the increased services, and rising price levels. Although separate data are not available for fruits and vegetables, which make up about a fourth of the total, cost of marketing data for all foods illustrate the trend. The marketing bill for all food products increased about 4 times, from $9 billion in 1940 to $36 billion in 1957 (figure 2). Price inflation--rise in cost levels--accounted for

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2/ Produce Packaging Prospects, by Donald R. Stocks, Marketing Research Division, AMS, in Produce Marketing, No. 10, Vol. 1, October 1958, pp. 11-13.

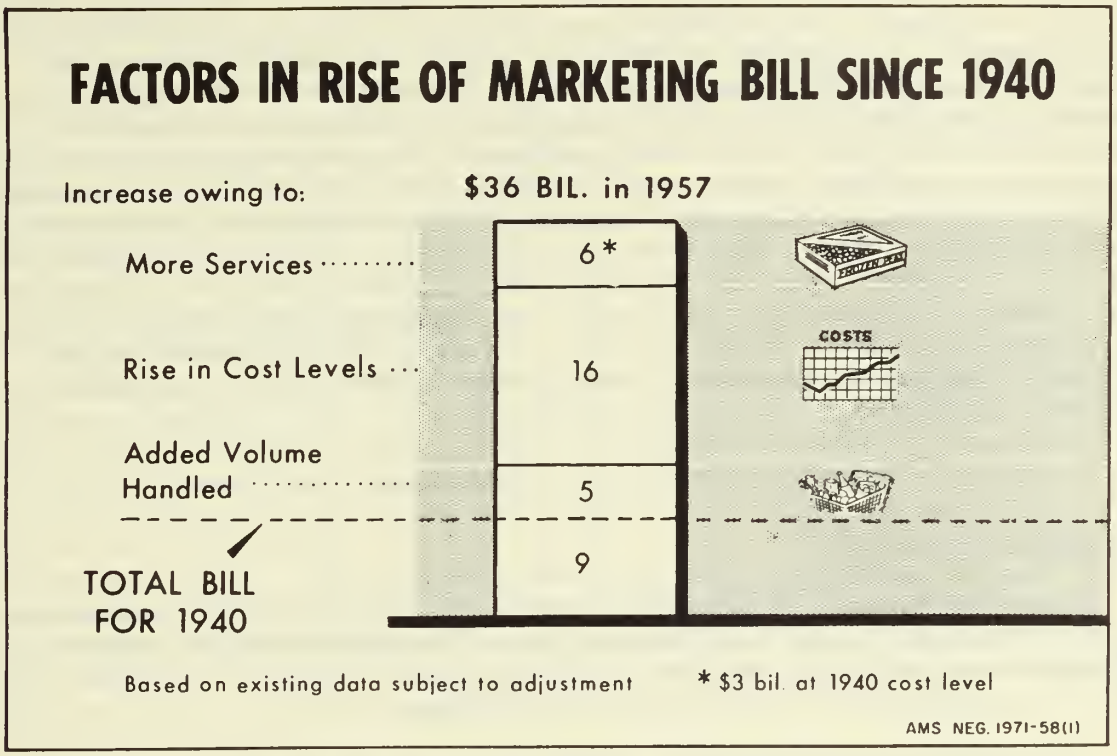

Figure 2

$16 billion of the $27 billion increase in the marketing bill. But inflation was felt throughout our economy. More significant are the sharp rise in the volume of food marketed, adding 5 billion dollars to the marketing bill, and the added $6 billion in services (or about $3 billion in terms of 1940 dollars). Since there has been some increase in productivity of the marketing force, the amount of services rose even more.

A great deal is said and written about these increases in costs of marketing, and considerable concern is expressed as to whether they are detrimental to the farmer. It is true that increased marketing costs have tended to reduce the percentage of the consumer's dollar that finds its way back to the farmer. The share going to the farmer decreased from 53 cents in 1945 to 40 cents in 1957. For fruits and vegetables, many of which move long distances to market in refrigerated cars or trucks, or require extensive processing, the share of the consumer's dollar going to the farmer

is even less--only 34 cents for fresh fruits and vegetables, and 20 cents for the processed products. However, the price per unit is more important to farmers than a percentage. A recent study 3/ showed that consumer demand for services is much more responsive to changes in income than is the demand for food. In a period of rising incomes such as that of the last 15 to 20 years, this suggests that consumers are willing to pay for increased services. In some instances, increased services probably have benefited farmers by stimulating demand for farm products. Only through increased emphasis on processing, together with increased attention to quality and attractive packaging of the fresh item, has the potato industry been able to hold its own during the past few years. But of course the costs of marketing services continue to rise and, in general, respond little to downward adjustments in economic activity. Thus, the farmer is the first to feel the impact of any reduction in consumer spending for food and associated services. This is largely because of the semi-fixed nature of marketing costs, particularly over short periods of time. In the interest of farmers and consumers we must continually strive to improve our distribution system, and to increase the efficiency of marketing.

Changes in Market Organization and Practices

Increasing Size of Firms

Concurrent with the growth in commercial production and increasing size of the marketing job--and in some cases closely related to these developments--significant changes in market organization and practices have occurred. Operations or firms have become larger.

According to the 1954 Census of Business, slightly fewer establishments were assembling fresh fruits and vegetables in 1954 than in 1948, and the average firm was larger. Despite the growth in processing, about a fifth fewer companies were engaged in canning fruits and vegetables in 1954 than in 1947. In both years concentration was marked--the 20 largest companies accounted for more than four-fifths of the total value of shipments. The 20 largest companies in 1954 also controlled 71 percent of all frozen fruits and vegetables. These larger, modern firms require vastly more capital and better management. They also promote closer coordination among all segments of the industry--producers, processors, and distributors--and in some cases encourage integration of functions. For many years, the great bulk of vegetables for processing have been produced under contract. Many growers of fresh fruits and vegetables pool their production and market it through farmer cooperatives. Another and quite common form of integration in fresh produce is the grower-shipper. In this operation, the functions of

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3/ Demand for Farm Products at Retail and the Farm Level. Paper presented by Dr. Rex F. Daly, at joint meeting of the American Statistical Association and the Econometric Society, September 12, 1957, at Atlantic City, New Jersey.

growing, sorting or grading, packaging, and shipping point selling typically are combined. The trend toward bigger business in recent years has increased interest in and stepped-up the tempo of integration.

Increased Importance of Motor Truck

Motor truck transportation of farm products, especially fresh fruits and vegetables, has grown rapidly in recent years, particularly since World War II. A precise measure of the importance of truck transportation is not available in the immediate post-war years because of inadequate information on shipments. In 1952, however, reports indicate that a little over half the unloads of fresh vegetables in 19 important terminal markets arrived by truck; by 1957 this had increased to about two-thirds.

Changes in Retail Merchandising

Perhaps the most widely known and most spectacular change in the food distribution system is found in the pattern of retail merchandising. Basic to the changing pattern is the concept of mass-merchandising, as exemplified by the rapid rise of the supermarket and one-stop shopping. Although they made their debut in this country less than 30 years ago, in 1956 about three-fifths of all food marketed through grocery stores, moved through some 27,000 supermarkets. They have replaced a much larger number of small retail grocery stores. In 1954 there were approximately 279,000 retail grocery stores compared with 351,000 in 1948. According to trade surveys the number in 1957 was about 250,000. Average sales per store per year increased from $47,000 in 1939 to $145,000 in 1956.

In terms of market organization and merchandising practices, the growth in supermarkets does not tell the whole story. About 44 percent of retail grocery store food sales moves through voluntary and cooperative groups and another 37 percent moves through corporate chains. This means that four-fifths of the food moving through grocery stores moves through integrated wholesale-retail systems. Thus, the bulk of fruits, vegetables and potatoes moves through fairly large to very large units which demand large quantities of uniform, high quality products throughout the year. As these retail units or groups have grown larger they have moved more and more toward direct purchasing of fresh fruits and vegetables, thus by-passing terminal markets for a large part of their requirements. Growers, shippers and processors to compete successfully, have to adjust their grading, packaging, processing and other services to meet these large-scale demands and the changing marketing structure.

Multi-unit retailing is still increasing in importance. These large self-service stores put emphasis on packaging, brands and advertising as a means of attracting customers. Brand promotions are of course not new in the fruit and vegetable field. Among processed products brands have long been an established feature. In fresh produce established brands of California

and Florida citrus, Washington State Apples, and Maine and Idaho Potatoes are notable examples. But branding is increasing. Large grower associations and packers, supermarket chains, and individual owners of brand names are more and more promoting brands in the packaged produce field. To compete successfully with other food items in the struggle for shelf space and the consumer dollar, fruits and vegetables must be of good quality, attractively presented, and reasonably priced.

SUMMARY

The whole marketing system is changing, dynamic. More products to move, the addition of many services, improving technology, competition to give the consumer what she wants and thus to survive as a business firm or organization, and the economics of scale--all these continue to make our marketing system one of constant change. Growers, processors, and distributors of fruits and vegetables must be constantly alert in order to keep pace with such things and when possible to anticipate them. Only by doing so can they adjust their production, grading, packaging, processing and other services to conform to the requirements of a dynamic marketing system and a discriminating consumer

TREND IN CANNED VEGETABLES TO SMALLER RETAIL SIZES 1/

Table 1 of this issue gives data on the proportion of selected canned vegetables packed in various can sizes, 1937-1957. The data are based on quantity of product packed, not on number of cases.

The last two decades have seen a marked shift toward the use of smaller size cans or large institutional sizes, and away from the No. 2 size which for most vegetables had been the dominant size for many years. The trend to smaller sizes was definite by the mid-1930's and was gaining momentum in the immediate post World War II years. During the war the trend was halted as a tin conservation measure.

After the war and relaxation of wartime controls there was for most vegetables a resumption and an acceleration of the shift to the smaller can sizes. Most of the shift has been to the 303 and 300 sizes, which are about a fifth smaller than the No. 2 size which they have largely replaced. The quantity of snap beans, sweet corn, lima beans and green peas going into No. 2 cans declined from about three-fourths of the total pack in 1937-39 to virtually nothing in 1955-57. During the same period the quantity packed in No. 303 and No. 300 sizes increased from less than 10 to more than 60 percent of the total. In this later period more than 60 percent of the beets processed were also packed in No. 303 cans, and about 45 percent of the spinach and tomatoes.

1/ By Will M. Simmons, Analytical Statistician, Agricultural Economics Division, AMS.

But of course the larger size can is still predominant for certain items. The No. $2\frac{1}{2}$ can is still the most popular for sauerkraut and pumpkin and squash, but even here the smaller sizes are increasing in importance.

The larger or institutional sizes, particularly the No. 10 can, has also gained in popularity during the last two decades. Although a smaller part of tomato juice, tomato pulp and puree goes into No. 10 tins than in the prewar period, a significantly larger proportion of snap beans, sweet corn, lima beans, carrots, green peas, pumpkin and squash, and tomatoes are now packed in No. 10's.

Table 1.--Commercial canned vegetables: Relative number of pounds packed by major can sizes, United States, 1937-57

Year	ASPARAGUS							BEANS, GREEN AND WAX					
	No. 1 picnic	No. 300	No. 1 square	No. 2	No. 2½ square	No. 10	Other	8Z	No. 1 picnic	No. 303	No. 2	No. 10	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1937	24.4	3.6	12.7	28.4	1.9	8.0	21.0	---	1.6	---	74.8	18.3	5.3
1938	25.6	4.2	12.5	27.8	1.8	7.3	20.8	---	1.7	---	75.4	18.8	4.1
1939	27.5	6.1	12.5	26.2	1.1	6.2	20.4	---	1.8	---	76.3	15.3	6.6
1940	29.2	5.9	12.4	26.3	.9	7.3	18.0	---	2.5	---	69.7	18.8	9.0
1941	21.9	10.7	6.9	35.3	.6	7.6	17.0	---	1.9	---	68.3	21.6	8.2
1942	8.4	5.8	4.7	51.4	.6	22.9	6.2	---	.6	---	60.8	33.2	5.4
1943	1.2	2.7	2.5	57.9	2.1	31.3	2.3	---	---	---	61.3	34.8	3.9
1944	.6	---	1.3	63.9	3.3	29.5	1.4	---	---	---	57.7	38.0	4.3
1945	.1	---	---	61.4	5.3	32.9	.3	---	---	---	64.3	31.0	4.7
1946	.1	---	.3	82.2	1.3	10.3	5.8	---	---	---	74.0	19.9	6.1
1947	27.3	16.3	---	45.8	---	6.5	4.1	---	.8	---	69.8	25.4	4.0
1948	30.0	17.3	--	40.1	---	6.8	5.8	2.2	3.4	---	65.4	24.7	4.3
1949	28.8	14.1	--	42.0	---	6.3	8.8	2.7	3.1	---	63.8	23.3	7.1
1950	29.6	16.5	---	39.1	---	6.8	8.0	4.4	3.6	11.3	53.9	23.2	3.6
1951	27.8	17.8	---	39.2	---	6.4	8.8	6.4	2.4	39.4	21.6	27.4	2.8
1952	26.3	24.5	---	31.2	---	5.8	12.2	7.4	1.3	54.7	4.5	28.0	4.1
1953	22.7	37.7	---	20.6	---	6.7	12.3	7.2	1.4	57.0	2.0	28.5	3.9
1954	23.0	41.6	---	13.7	---	8.4	13.3	6.8	.9	59.5	.8	28.0	4.0
1955	22.9	42.5	---	14.0	---	7.7	12.9	6.4	.7	60.6	1.1	27.4	3.8
1956	19.4	46.3	---	13.6	---	6.0	14.7	8.4	.9	60.5	---	26.7	3.5
1957	15.3	44.4	---	15.1	---	7.4	17.8	7.6	.6	62.0	---	25.9	3.9

Year	CORN, SWEET							BEANS, LIMA					
	8 Z	No. 1 picnic	12Z vacuum	No. 303 and 300	No. 2	No. 10	Other	8 Z	No. 1 picnic	No. 303	No. 2	No. 10	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1937	0.4	3.7	6.9	9.3	74.4	5.2	0.1	0.4	3.7	---	76.9	16.3	2.7
1938	.5	3.2	6.6	4.4	78.8	6.4	.1	.5	4.8	---	80.4	11.3	3.0
1939	.4	3.6	12.1	7.4	71.4	5.0	.1	.8	6.9	---	74.3	10.5	7.5
1940	.4	3.5	12.9	8.3	66.2	7.9	.8	1.0	6.4	---	74.9	11.9	5.8
1941	.4	4.2	9.2	9.3	68.3	7.7	.9	.5	6.0	---	67.2	13.3	13.0
1942	---	1.4	8.4	4.0	79.6	5.5	1.1	.2	3.6	---	63.8	20.9	11.5
1943	---	.1	10.7	.4	82.2	5.1	1.5	---	.8	---	74.2	18.1	6.9
1944	---	.1	12.5	---	81.4	5.8	.2	---	---	---	78.6	19.0	2.4
1945	---	---	13.6	---	80.9	4.7	.8	---	---	---	88.1	10.6	1.3
1946	---	---	15.6	---	80.2	4.0	.2	---	---	---	93.3	6.7	---
1947	.2	2.0	14.9	7.7	67.9	7.2	.1	.1	2.0	---	73.3	8.6	16.0
1948	1.0	4.7	16.1	22.8	47.4	7.7	.3	.6	5.1	33.7	52.8	7.8	---
1949	4.2	5.9	15.3	34.3	29.1	10.9	.3	1.8	3.2	49.1	32.9	12.6	.4
1950	8.0	3.8	17.2	56.4	7.6	6.9	.1	6.7	2.1	63.9	10.6	16.0	.7
1951	8.0	2.2	15.4	59.4	5.2	9.5	.3	7.3	1.6	65.7	7.0	18.4	---
1952	7.9	1.2	15.5	62.2	1.3	11.7	.2	7.3	1.5	68.2	1.3	21.6	.1
1953	8.6	.9	14.1	61.4	.3	14.4	.3	8.0	.5	65.5	.2	25.8	---
1954	10.2	.8	18.5	60.7	---	9.6	.2	11.2	.2	68.7	---	19.9	---
1955	8.8	.5	21.8	60.3	---	8.3	.3	8.2	.1	73.8	---	17.9	---
1956	10.0	.4	16.7	60.1	---	12.7	.1	9.9	.1	64.9	---	25.1	---
1957	8.0	.2	19.9	58.4	---	13.3	.2	12.1	---	60.4	---	27.3	.2

Year	SPINACH							BEETS					
	8 Z	No. 1 picnic	No. 303	No. 2	No. 2½	No. 10	Other	8Z	No. 303	No. 2	No. 2½	No. 10	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1937	0.8	1.9	---	36.0	43.1	13.0	5.2	1.4	---	38.5	30.5	19.6	10.0
1938	1.0	2.9	---	38.5	36.4	16.1	5.1	.8	---	39.0	27.8	21.1	11.3
1939	1.4	3.5	---	34.8	37.3	14.4	8.6	1.4	---	42.0	18.2	22.1	16.3
1940	2.0	2.5	---	41.5	33.6	15.6	4.8	1.7	---	39.9	20.9	25.7	11.8
1941	1.7	2.9	---	35.1	33.8	19.8	6.7	1.2	---	39.3	21.6	25.2	12.7
1942	.1	.1	---	27.6	30.0	40.5	1.7	---	---	27.1	9.6	46.2	17.1
1943	---	---	---	14.2	32.4	51.5	1.9	---	---	31.1	11.0	39.7	18.2
1944	---	---	---	31.5	31.4	37.0	.1	---	---	32.9	12.6	39.7	14.8
1945	---	---	---	43.1	27.0	29.9	---	---	---	41.4	14.1	30.1	14.4
1946	---	---	---	48.4	34.7	16.2	.7	---	---	54.9	10.7	24.9	9.5
1947	---	---	---	47.4	25.9	23.0	3.7	.5	---	55.1	5.8	28.0	10.6
1948	1.2	3.9	---	47.0	24.4	20.3	3.2	1.8	2.9	51.9	7.2	27.3	8.9
1949	2.3	4.0	0.2	47.6	22.4	21.6	1.9	2.7	11.3	47.5	5.8	23.8	8.9
1950	3.2	5.0	1.8	41.7	25.2	20.2	2.9	5.0	16.0	41.2	3.2	25.7	8.9
1951	3.3	4.3	5.9	38.2	23.0	22.1	3.2	7.8	34.9	26.6	2.9	21.7	6.1
1952	3.3	5.4	11.3	31.3	21.0	22.1	5.6	8.6	49.2	4.4	1.3	25.8	10.7
1953	4.0	6.3	35.5	6.8	20.2	26.2	1.0	8.1	50.4	1.1	1.1	30.7	8.6
1954	3.1	4.5	43.6	3.6	22.6	22.6	---	9.2	64.5	.3	.7	24.4	.9
1955	3.3	4.2	44.1	2.1	24.3	22.0	---	8.3	63.8	.2	.5	27.1	.1
1956	3.8	3.8	45.4	2.0	20.8	24.2	---	7.1	63.0	---	---	29.4	.5
1957	3.4	4.2	46.0	1.3	20.6	24.4	.1	8.4	63.0	---	---	28.2	.4

Continued -

Table 1.--Commercial canned vegetables: Relative number of pounds packed by major can sizes, United States, 1937-57 -Continued

Year	TOMATO JUICE							PEAS, GREEN					
	Indiv. 5-6 oz.	No. 211 cylinder	No. 300	No. 2	No. 3 cylinder	No. 10	Other	8 Z	No. 1 picnic	No. 303	No. 2	No. 10	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1937	---	3.6	19.5	2.0	7.1	17.9	49.9	1.2	5.4	8.7	75.0	9.1	0.6
1938	---	7.4	16.5	2.2	15.4	18.5	40.0	1.3	4.3	9.3	75.3	9.0	.8
1939	---	7.2	14.0	3.8	19.3	18.8	36.9	1.6	6.3	17.0	65.5	8.7	.9
1940	---	6.5	11.7	5.5	21.2	15.1	40.0	1.3	6.6	16.3	65.3	9.8	.7
1941	---	4.8	13.6	4.2	29.8	16.0	31.6	1.2	6.6	18.6	61.0	11.8	.8
1942	---	3.1	9.8	12.4	35.6	17.6	21.5	---	---	11.0	69.3	15.8	3.9
1943	---	2.4	.4	27.6	36.6	26.5	6.5	---	---	1.7	80.4	17.2	.7
1944	---	---	.7	35.6	35.2	25.5	3.0	---	---	.3	80.5	18.8	.4
1945	---	---	.6	35.4	51.2	12.0	.8	---	---	.1	83.3	16.2	.4
1946	---	---	---	38.8	51.3	7.8	2.1	---	---	---	89.2	10.4	.4
1947	---	4.3	2.3	23.7	48.7	7.6	13.4	1.0	4.0	22.0	61.3	10.6	1.1
1948	2.9	1.6	9.7	20.6	54.6	4.7	5.9	4.4	11.2	36.3	33.4	14.2	.5
1949	4.5	6.0	2.8	17.6	57.3	4.2	7.6	6.3	8.7	45.3	21.3	17.5	.9
1950	4.3	4.3	4.3	18.0	58.8	3.9	6.4	8.6	4.9	64.7	9.0	12.3	.5
1951	5.1	4.4	5.4	16.7	57.8	4.9	5.7	8.8	3.2	65.7	4.2	17.6	.5
1952	5.6	5.5	6.3	14.7	59.5	2.4	6.0	11.7	3.1	63.7	1.3	20.0	.2
1953	4.8	4.8	4.7	13.2	63.1	2.8	6.6	11.7	2.5	65.8	.8	18.8	.4
1954	5.6	6.7	4.2	11.9	62.1	2.5	7.0	14.4	1.7	67.9	.4	15.3	.3
1955	5.8	6.7	2.8	12.8	60.9	2.3	8.7	13.8	1.1	69.6	---	15.2	.3
1956	5.8	5.2	3.5	11.8	62.9	3.0	7.8	14.9	1.6	66.4	---	16.8	.3
1957	6.5	5.9	3.7	9.2	63.3	2.4	9.0	11.6	.6	66.7	---	20.8	.3

Year	PUMPKIN AND SQUASH						SAUERKRAUT 1/					
	No. 300	No. 303	No. 2	No. 2½	No. 10	Other	No. 300	No. 303	No. 2	No. 2½	No. 10	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1937	---	---	12.2	67.2	19.2	1.4	---	---	---	---	---	---
1938	---	---	12.5	65.4	19.7	2.4	---	---	---	---	---	---
1939	0.7	---	9.2	70.2	19.6	.3	---	---	13.1	73.4	8.2	5.3
1940	.6	---	10.4	61.3	27.5	.2	---	---	11.2	73.2	11.6	4.0
1941	.5	---	8.1	63.5	27.8	.1	---	---	12.7	60.2	23.4	3.7
1942	---	---	.1	84.8	14.0	1.1	---	---	.5	14.5	59.2	25.8
1943	---	---	.9	89.4	7.8	1.9	---	---	.7	6.2	80.3	12.8
1944	---	---	---	80.1	14.9	5.0	---	---	---	38.3	49.7	12.0
1945	---	---	.3	76.0	21.8	1.9	---	---	---	87.1	8.1	4.8
1946	---	---	.1	82.3	15.2	2.4	---	---	---	86.1	9.3	4.6
1947	---	---	4.6	67.9	24.8	2.7	---	---	14.9	70.5	11.8	2.8
1948	5.1	15.3	2.4	61.2	15.5	.5	---	---	17.7	68.5	10.4	3.4
1949	4.3	8.0	2.5	66.5	17.4	1.3	3.8	1.1	21.3	63.5	10.0	.3
1950	2.8	8.8	5.5	59.8	21.0	2.1	5.3	3.7	18.6	57.9	13.4	1.1
1951	3.4	10.6	4.0	63.6	18.4	---	5.1	10.0	13.8	54.3	15.9	.9
1952	3.1	15.6	5.5	56.2	19.5	.1	5.9	17.0	10.3	53.5	12.4	.9
1953	4.9	20.1	2.5	48.5	22.9	.1	5.9	18.8	9.7	54.5	10.3	.8
1954	7.8	14.2	---	57.8	17.0	3.2	5.8	22.7	7.6	50.5	11.7	1.7
1955	---	22.3	---	52.3	21.1	4.3	3.8	23.9	3.4	52.4	13.2	3.3
1956	---	20.5	---	53.1	23.9	2.5	5.1	28.8	3.1	47.4	11.8	3.8
1957	---	24.9	---	44.9	26.2	4.0						

Year	TOMATOES						TOMATO PULP AND PUREE					
	No. 1 picnic	No. 303	No. 2	No. 2½	No. 10	Other	No. 1 picnic	No. 2	No. 2½	No. 10	5 gallon	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1937	4.0	---	54.8	25.2	13.4	2.6	6.9	1.9	0.2	77.7	10.8	2.5
1938	4.6	---	53.8	24.6	15.1	1.9	4.8	1.5	.4	73.1	15.8	4.4
1939	4.9	---	48.7	29.5	14.8	2.1	9.3	1.5	.2	70.3	11.3	7.4
1940	5.2	---	46.2	30.9	15.2	2.5	6.0	.9	.2	72.1	8.4	12.4
1941	3.2	---	42.2	35.6	16.5	2.5	4.9	.9	.2	78.9	6.4	8.7
1942	1.6	---	49.4	27.8	20.4	.8	7.3	1.3	3.0	72.1	11.0	5.3
1943	.3	---	48.3	28.2	22.9	.3	7.4	.5	2.0	68.8	16.3	5.0
1944	.3	---	51.7	25.4	22.5	.1	3.8	1.3	10.9	67.3	13.6	3.1
1945	.1	---	51.9	28.0	20.0	---	4.8	2.0	23.4	56.3	7.6	5.9
1946	.1	---	59.1	30.1	10.7	---	3.8	2.2	15.1	65.5	4.4	9.0
1947	2.0	---	51.7	28.6	16.3	1.4	6.9	1.4	1.7	80.1	6.0	3.9
1948	3.8	0.7	51.8	21.5	20.2	2.0	8.6	6.1	12.0	64.3	3.9	5.1
1949	4.1	.7	49.8	22.1	21.2	2.1	8.0	1.8	18.2	61.4	7.3	3.3
1950	4.8	3.6	48.7	23.3	18.5	1.1	10.5	1.0	15.7	67.1	3.2	2.5
1951	3.5	5.6	41.7	25.7	22.2	1.3	7.1	1.8	15.7	70.6	3.1	1.7
1952	3.5	17.8	30.0	25.9	21.5	1.3	12.0	1.8	16.8	63.4	1.3	4.7
1953	3.2	33.0	14.6	23.1	24.8	1.3	9.6	1.8	17.1	64.6	3.2	3.7
1954	4.3	43.0	4.8	22.2	25.2	.5	15.4	1.8	19.9	55.3	2.8	4.8
1955	2.6	43.2	4.1	23.5	26.0	.6	7.6	1.5	17.7	67.5	.6	5.1
1956	2.6	43.7	3.8	23.0	26.2	.7	7.5	2.0	17.0	65.2	4.7	3.6
1957	3.2	45.3	1.8	24.0	24.9	.8	6.7	1.4	22.4	64.5	2.2	2.8

1/ Pack beginning year shown.
Basic data from National Canners' Association. Percentages computed by Agricultural Marketing Service.

Table 2.--Commercially produced vegetables: Civilian per capita consumption, United States, 1937-57

Year	Fresh equivalent					As percentage of annual total			
	Total fresh and processed	Fresh 1/	Processed 2/			Fresh	Processed		
			Total	Canned	Frozen		Total	Canned	Frozen
	Pounds	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent	Percent
1937	164.3	111.0	53.3	52.3	1.0	67.6	32.4	31.8	0.6
1938	170.1	114.5	55.6	54.6	1.0	67.3	32.7	32.1	.6
1939	174.6	116.6	58.0	56.8	1.2	66.8	33.2	32.5	.7
1940	179.9	116.9	63.0	61.6	1.4	65.0	35.0	34.2	.8
1941	180.5	113.5	67.0	65.4	1.6	62.9	37.1	36.2	.9
1942	192.7	118.3	74.4	71.8	2.6	61.4	38.6	37.3	1.3
1943	186.6	116.4	70.2	68.5	1.7	62.4	37.6	36.7	.9
1944	195.2	123.5	71.7	67.9	3.8	63.3	36.7	34.8	1.9
1945	221.6	133.8	87.8	83.4	4.4	60.4	39.6	37.6	2.0
1946	223.8	129.9	93.9	89.2	4.7	58.0	42.0	39.9	2.1
1947	206.0	122.4	83.6	77.5	6.1	59.4	40.6	37.6	3.0
1948	199.5	123.0	76.5	69.5	7.0	61.7	38.3	34.8	3.5
1949	193.3	115.8	77.5	70.7	6.8	59.9	40.1	36.6	3.5
1950	198.8	114.6	84.2	76.8	7.4	57.6	42.4	38.7	3.7
1951	200.6	111.6	89.0	79.7	9.3	55.6	44.4	39.8	4.6
1952	199.2	111.0	88.2	76.9	11.3	55.7	44.3	38.6	5.7
1953	199.7	108.4	91.4	79.6	11.8	54.2	45.8	39.9	5.9
1954	196.7	107.3	89.4	76.9	12.5	54.6	45.4	39.1	6.3
1955	198.7	104.6	94.1	80.7	13.4	52.6	47.4	40.6	6.8
1956	203.1	107.1	96.0	81.9	14.1	52.7	47.3	40.3	7.0
1957 3/	200.8	104.6	96.2	81.8	14.4	52.1	47.9	40.7	7.2

1/ Excluding melons.

2/ Data include pickles and sauerkraut in bulk; exclude canned and frozen potatoes, canned sweetpotatoes, canned baby foods and canned soups.

3/ Preliminary.

Table 3.--Civilian per capita consumption of selected commercially produced fresh and processed vegetables 1/, United States, calendar years 1937-57

Commodity	Fresh equivalent basis																				
	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Asparagus																					
Fresh	1.2	1.1	1.3	1.5	1.5	1.3	1.2	1.2	1.1	1.1	1.1	0.9	0.9	0.9	0.8	0.8	0.8	0.7	0.7	0.8	**0.8**
Canned	.70	.61	.77	.82	.82	.92	.83	.85	.48	1.31	.77	.94	.86	.88	.94	.87	1.03	.99	.88	1.00	**1.02**
Frozen	.06	.11	.06	.10	.11	.08	.12	.21	.28	.25	.23	.29	.25	.25	.26	.30	.32	.33	.31	.33	**.31**
Beans, lima 2/																					
Fresh	.7	.8	.9	.8	.8	.7	.6	.6	.6	.7	.6	.6	.6	.5	.5	.4	.4	.4	.3	.3	.3
Canned	.48	.48	.55	.72	.78	.80	.60	.33	.47	.49	.48	.53	.52	.83	.70	.66	.66	.70	.72	.73	.71
Frozen	.24	.20	.25	.30	.24	.54	.32	.38	.37	.60	.83	.84	1.09	1.14	1.22	1.59	1.62	1.47	1.59	1.66	1.61
Beans, snap																					
Fresh	4.0	4.8	5.0	5.0	4.6	4.9	5.3	4.7	4.8	4.7	4.0	4.1	4.1	3.9	3.8	3.4	3.5	3.3	3.4	2.8	2.9
Canned	1.29	1.50	1.55	1.70	1.68	1.93	1.94	2.12	2.44	2.39	2.01	2.09	2.16	2.49	2.36	2.51	2.58	2.67	2.93	3.02	2.87
Frozen	.06	.06	.05	.05	.09	.13	.07	.20	.25	.25	.33	.37	.36	.45	.57	.67	.72	.81	.84	.91	.92
Broccoli																					
Fresh	.7	.7	.8	.6	.7	.6	.7	1.0	.9	1.0	1.0	.9	.9	1.0	.7	.8	.7	.6	.5	.5	.5
Frozen	.02	.02	.02	.01	.04	.05	.04	.04	.12	.17	.16	.23	.29	.29	.41	.58	.58	.63	.72	.72	.67
Cabbage																					
Fresh	17.8	19.8	16.4	18.5	16.2	18.9	17.0	19.8	20.5	17.7	17.0	16.6	14.7	14.3	13.3	12.8	12.7	12.6	11.2	12.2	**11.3**
Canned 3/	1.83	2.43	2.62	2.68	2.95	2.77	2.39	.85	1.36	3.01	3.14	1.48	2.56	2.43	2.98	2.55	2.50	2.53	2.43	2.57	**2.11**
Corn 4/																					
Fresh	5.1	5.2	5.1	5.6	6.2	6.7	6.3	6.7	7.9	7.7	7.7	8.7	7.6	7.7	7.6	7.8	7.8	8.5	8.3	8.2	7.8
Canned	9.85	10.21	10.85	11.31	12.05	14.09	13.57	12.71	14.13	15.83	14.80	12.60	12.36	13.20	12.37	12.27	13.12	13.22	13.48	13.49	13.61
Frozen	.13	.09	.16	.20	.17	.28	.10	.46	.54	.63	1.03	.97	.94	.88	1.28	1.63	1.86	1.79	2.13	2.76	2.48
Cucumbers																					
Fresh	2.1	2.4	2.4	2.3	2.3	2.2	1.7	1.8	2.5	2.9	2.5	2.7	2.5	2.4	2.5	2.6	2.6	2.8	2.8	2.6	**2.8**
Canned 5/	2.01	2.24	2.21	2.11	2.47	2.79	2.45	2.19	2.26	2.86	3.19	3.35	3.18	3.28	3.06	3.62	3.86	3.87	3.84	3.70	**3.98**
Peas, green 2/																					
Fresh	2.3	2.1	2.3	2.1	2.1	1.7	1.6	1.7	1.6	1.4	1.1	.9	.8	.7	.6	.5	.4	.4	.4	.3	.3
Canned	7.76	8.18	8.39	9.26	10.38	10.73	9.86	8.89	12.06	12.82	9.84	9.78	8.96	9.16	9.00	8.63	8.33	8.26	8.07	8.17	8.05
Frozen	.41	.42	.62	.58	.89	1.16	.75	1.59	1.76	1.69	2.29	2.55	2.10	2.43	2.85	3.35	3.52	3.92	3.78	4.21	4.45
Spinach																					
Fresh	2.6	2.5	2.9	2.7	2.6	2.5	2.3	2.2	2.3	2.0	1.9	1.7	2.0	1.7	1.6	1.5	1.4	1.1	1.0	1.1	1.1
Canned	.88	.81	.81	.98	.81	1.14	.76	1.25	.99	1.45	1.01	.91	1.01	.84	1.08	.93	.91	.68	.83	.95	.83
Frozen	.03	.04	.02	.07	.02	.23	.20	.32	.48	.36	.40	.56	.52	.68	.91	.90	.94	.94	1.04	1.01	.97
Tomatoes																					
Fresh	12.8	13.8	14.1	13.3	13.1	14.0	14.1	14.4	16.1	15.4	1	13.9	13.9	12.9	13.3	13.1	12.8	12.9	12.8	12.0	**12.0**
Canned 6/	25.35	26.09	26.35	28.71	30.42	33.12	31.95	34.42	43.98	43.43	37.07	32.59	34.05	37.62	40.98	38.65	40.24	37.95	41.25	42.40	**42.58**

1/ Data for processed vegetables include pickles and sauerkraut in bulk, and exclude quantities consumed in commercially produced soups, baby foods, and vegetable mixtures such as peas and carrots, and succotash. 2/ "In-pod" basis. 3/ Sauerkraut, canned and bulk. 4/ "Cut" basis. 5/ Pickles, canned and bulk. 6/ Including canned whole tomatoes and tomato products other than soup.

Data for the processed vegetables were converted to a fresh equivalent basis using factors presented in Conversion Factors and Weights and Measures for Agricultural Commodities and Their Products (May 1952 edition), with the following exceptions: frozen broccoli, 1.333 beginning 1948; Brussels sprouts, 1.282 beginning 1937.

Table 4.- Canned vegetables: Per capita consumption 1909-57 1/

(Net canned weight)

Year	Leafy, green, and yellow vegetables 2/							Tomato products 2/					Other vegetables 2/						
	Asparagus	Lima beans	Snap beans	Carrots	Peas	Pumpkin and squash	Spinach	Whole tomatoes	Catsup and chili sauce	Paste and sauce	Pulp and puree	Tomato and other vegetable juices 3/	Beets	Corn	Pickles	Sauerkraut	Sweet-potatoes	Other 4/	Total
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
1909	---	---	---	---	1.8	---	---	6.0	---	---	---	---	---	2.1	---	---	---	5.4	15.3
1910	---	---	---	---	1.5	---	---	5.4	---	---	---	---	---	2.5	---	---	---	5.1	14.5
1911	---	---	---	---	1.4	---	---	4.9	---	---	---	---	---	3.8	---	---	---	5.5	15.6
1912	---	---	---	---	1.9	---	---	5.9	---	---	---	---	---	4.3	---	---	---	6.6	18.7
1913	---	---	---	---	2.5	---	---	7.1	---	---	---	---	---	3.3	---	---	---	6.9	19.8
1914	---	---	---	---	2.7	---	---	7.2	---	---	---	---	---	2.5	---	---	---	6.8	19.2
1915	---	---	---	---	2.7	---	---	6.0	---	---	---	---	---	3.0	---	---	---	6.3	18.0
1916	---	---	---	---	2.4	---	---	5.0	---	---	---	---	---	2.8	---	---	---	5.9	16.1
1917	---	---	---	---	2.4	---	---	6.6	---	---	---	---	---	2.8	---	---	---	7.1	18.9
1918	---	---	---	---	3.0	---	---	7.2	---	---	---	---	---	3.2	---	---	---	8.9	22.3
1919	---	---	0.9	---	2.8	---	---	6.4	---	---	---	---	---	3.6	1.6	1.4	---	4.6	21.3
1920	0.4	---	.8	---	3.0	0.2	0.4	5.0	---	---	---	---	0.3	4.0	1.2	.8	0.3	2.1	18.5
1921	.3	---	.5	---	2.8	.2	.3	4.4	---	---	---	---	.2	3.8	1.2	.9	.3	2.0	16.9
1922	.3	0.1	.6	---	2.9	.2	.6	4.5	---	---	---	---	.2	3.2	1.8	1.2	.3	1.2	17.1
1923	.4	.1	.7	---	3.6	.3	.8	5.8	---	---	---	---	.2	3.4	1.2	2.2	.3	2.5	21.5
1924	.4	.1	.9	---	4.3	.4	.5	6.1	---	0.2	0.6	---	.3	3.4	1.3	2.1	.3	2.1	23.0
1925	.4	.2	1.3	---	4.6	.4	.6	7.0	---	.4	.7	---	.5	3.8	1.5	1.5	.3	2.5	25.7
1926	.4	.2	1.3	---	4.3	.4	.5	6.8	2.1	.4	.7	---	.4	4.4	2.5	1.3	.2	---	25.9
1927	.4	.1	1.0	---	4.2	.4	.7	5.4	1.8	.3	.6	---	.3	3.9	1.4	1.6	.2	---	22.3
1928	.5	.1	1.3	---	4.1	.5	1.0	5.5	1.7	.3	.6	---	.3	3.7	1.2	2.0	.2	---	23.0
1929	.5	.2	1.7	---	4.4	.8	1.3	5.9	1.8	.3	.6	---	.4	3.9	1.8	2.0	.2	.1	25.9
1930	.4	.2	2.0	---	4.6	.6	.8	6.6	1.8	.4	1.0	0.2	.6	4.2	1.8	2.3	.1	.8	28.4
1931	.4	.3	1.7	---	4.1	.4	.6	5.8	1.7	.2	.8	.6	.6	3.8	1.8	2.4	.1	---	25.3
1932	.4	.2	1.3	0.1	3.2	.4	.5	5.2	1.6	.2	.5	1.1	.3	3.4	1.6	1.7	.1	.3	22.1
1933	.5	.2	1.1	.1	3.2	.5	.6	5.4	1.5	.4	.6	1.1	.3	3.1	1.6	1.7	.1	---	22.0
1934	.5	.2	1.3	.2	3.6	.5	.8	5.4	1.5	.4	.7	1.1	.4	2.9	1.7	1.5	.1	.5	23.3
1935	.4	.3	1.4	.2	4.0	.3	.8	5.7	1.6	.5	.8	1.6	.5	3.5	1.8	2.4	.1	.3	26.2
1936	.5	.3	1.5	.2	4.3	.4	.9	5.8	1.6	.5	.8	2.4	.5	4.1	2.0	1.4	.1	.4	27.7
1937	.5	.3	1.8	.2	4.6	.5	1.0	5.6	1.7	.5	.8	3.0	.6	3.9	2.1	1.4	.1	.8	29.4
1938	.5	.3	2.0	.2	4.9	.4	.9	5.9	1.8	.7	.7	2.8	.6	4.0	2.3	1.9	.1	1.1	31.1
1939	.6	.4	2.1	.2	5.0	.6	.9	5.8	2.1	.7	.6	2.7	.7	4.3	2.2	2.0	.1	.8	31.8
1940	.6	.5	2.3	.3	5.5	.7	1.1	5.9	2.5	.8	.7	3.0	.8	4.5	2.2	2.1	.2	.7	34.4
1941	.6	.6	2.3	.4	6.2	.6	.9	6.0	2.5	.9	.6	3.7	.9	4.8	2.5	2.3	.3	.8	36.9
1942	.7	.6	2.6	.3	6.4	.6	1.2	6.2	2.4	1.1	.8	4.4	1.2	5.6	2.8	2.1	.2	.5	39.7
1943	.6	.4	2.6	.2	5.9	.6	.8	5.6	1.7	1.5	1.2	4.1	1.1	5.4	2.5	1.8	.3	.7	37.0
1944	.6	.2	2.9	.3	5.3	.5	1.4	4.9	2.0	2.0	1.5	2.9	1.0	5.0	2.2	.7	.3	.7	34.4
1945	.4	.3	3.3	.4	7.2	.4	1.1	4.1	2.4	2.7	2.1	7.0	1.4	5.6	2.3	1.0	.3	1.2	43.2
1946	1.0	.4	3.3	.6	7.6	.6	1.6	4.0	2.9	3.1	2.1	5.2	1.4	6.3	2.9	2.3	.7	.8	46.8
1947	.6	.3	2.7	.4	5.9	.6	1.1	3.9	2.7	2.7	1.6	3.9	1.2	5.8	3.3	2.4	.5	.9	40.5
1948	.7	.4	2.8	.4	5.8	.6	1.0	4.4	2.2	2.3	.5	4.2	1.2	5.0	3.4	1.1	.3	1.6	37.9
1949	.6	.4	3.0	.3	5.3	.5	1.1	4.7	2.5	2.2	.6	4.5	1.0	4.9	3.4	2.0	.5	1.6	39.1
1950	.7	.6	3.4	.4	5.4	.6	.9	5.1	2.7	2.5	.7	5.0	1.2	5.2	3.4	1.9	.7	1.7	42.1
1951	.7	.5	3.2	.3	5.4	.6	1.2	4.9	2.5	3.4	.8	4.7	1.6	4.9	3.2	2.3	.4	1.6	42.2
1952	.7	.5	3.4	.4	5.1	.7	1.0	4.1	2.7	2.7	.9	5.1	1.4	4.8	3.7	2.0	.8	2.0	42.0
1953	.8	.5	3.5	.4	5.0	.6	1.0	4.5	2.7	2.9	.8	5.4	1.4	5.2	3.9	1.9	.7	2.1	43.3
1954	.7	.5	3.6	.4	4.9	.7	.7	4.6	2.7	2.7	.5	5.1	1.4	5.2	4.0	2.0	.6	1.6	41.9
1955	.7	.5	4.0	.4	4.8	.7	.9	4.5	3.0	3.3	.7	4.8	1.3	5.3	3.9	1.9	.8	2.0	43.5
1956	.8	.5	4.1	.4	4.9	.7	1.0	4.6	3.2	3.3	.9	4.6	1.5	5.3	3.8	2.0	.8	1.6	44.0
1957 5/	.8	.5	3.9	.4	4.8	.7	.9	4.6	3.3	3.2	.7	5.3	1.4	5.4	4.0	1.6	.8	1.7	44.0

1/ Excludes soups and baby food. In years 1909-42 calendar-year data are derived from pack-year data by combining proportional parts of each pack year involved. Civilian consumption, beginning 1941. 2/ Minor vegetables and, in earlier years, items not shown separately are included in "other". 3/ Based on information available for 1944-46, tomato juice comprises approximately 85 percent of the total, combination vegetable juices 13 percent, and other vegetable juices 2 percent. Combination vegetable juice contains approximately 70 percent or more tomato juice. 4/ Computed as a residual; includes miscellaneous greens, pimentos, potatoes, mixed vegetables, and all items, especially in earlier years, for which no separate data are available. 5/ Preliminary.

Table 5.-- Vegetables, frozen: Per capita consumption, 1937-57 1/

Year	Leafy, green, and yellow vegetables											Other vegetables					Total 3/
	Asparagus	Snap beans	Lima beans	Carrots	Peas	Peas and carrots	Pumpkin and squash	Broccoli	Brussels sprouts	Spinach	Other 2/	Cauliflower	Corn, cut basis	Succotash	Rhubarb	Potato products	
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
1937	0.03	0.05	0.11	4/	0.15	4/	4/	0.01	4/	0.02	4/	4/	0.03	5/	5/	5/	0.40
1938	.05	.05	.09	4/	.15	4/	0.01	.02	4/	.02	4/	4/	.02	5/	5/	5/	.41
1939	.03	.04	.11	4/	.22	0.01	.01	.02	4/	.01	0.01	4/	.04	5/	5/	5/	.50
1940	.05	.04	.13	4/	.21	4/	.01	.01	0.01	.04	.01	0.01	.05	5/	5/	5/	.57
1941	.05	.07	.11	0.01	.32	4/	.01	.03	.01	.01	.01	4/	.04	5/	5/	5/	.67
1942	.04	.10	.24	.01	.41	.01	.02	.03	.02	.13	.01	.01	.07	5/	5/	5/	1.10
1943	.06	.05	.14	4/	.27	.01	.03	.03	.02	.11	4/	4/	.02	5/	4/	5/	.74
1944	.11	.16	.17	.03	.56	.02	.07	.03	.05	.18	.06	.04	.11	4/	0.04	5/	1.63
1945	.14	.20	.17	.02	.62	.02	.08	.08	.05	.26	.04	.04	.13	0.01	.04	5/	1.90
1946	.13	.20	.27	.04	.60	.04	.03	.12	.07	.20	.06	.07	.15	.01	.05	5/	2.04
1947	.11	.26	.38	.07	.81	.04	.06	.11	.04	.22	.09	.04	.25	.01	.08	0.01	2.58
1948	.14	.29	.38	.05	.91	.07	.05	.17	.07	.31	.10	.09	.23	.05	.02	.05	2.98
1949	.13	.28	.49	.10	.75	.04	.03	.21	.12	.29	.11	.10	.22	.05	.02	.07	3.01
1950	.12	.35	.51	.08	.86	.06	.06	.22	.09	.38	.15	.09	.21	.05	.03	.12	3.38
1951	.13	.45	.55	.09	1.02	.08	.06	.31	.13	.50	.22	.13	.31	.06	.04	.23	4.31
1952	.15	.53	.71	.11	1.16	.10	.06	.44	.14	.50	.33	.18	.39	.08	.04	.36	5.28
1953	.16	.57	.73	.13	1.25	.09	.07	.43	.18	.51	.30	.16	.45	.06	.03	.31	5.43
1954	.17	.64	.66	.17	1.40	.11	.09	.47	.16	.51	.36	.17	.43	.07	.05	.44	5.90
1955	.16	.66	.72	.21	1.34	.10	.09	.54	.17	.57	.54	.19	.51	.06	.04	.74	6.64
1956	.17	.72	.75	.15	1.50	.08	.10	.54	.20	.56	.39	.19	.66	.03	.02	1.20	7.26
1957 6/	.16	.73	.73	.26	1.58	.12	.12	.50	.19	.53	.49	.15	.59	.07	.04	1.22	7.48

1/ Civilian consumption only, beginning 1941.
2/ Included with leafy, green, and yellow because most items included are considered to be greens.
3/ Computed from unrounded data.
4/ Less than 0.005 pound.
5/ Included with "other."
6/ Preliminary.

Table 6.--Fresh vegetables and melons, commercial: Per capita consumption, farm weight, 1919-57 1/

Year	Vegetables															
		Leafy, green, and yellow														
	Tomatoes	Artichokes	Asparagus	Lima beans (unshelled)	Snap beans	Broccoli	Brussels sprouts	Cabbage	Carrots	Kale	Lettuce and escarole	Green peas (unshelled)	Peppers	Spinach	Minor	Total
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
1919	10.8	0.1	0.5	0.2	3.0	3/	0.1	17.3	2.2	0.1	5.2	0.3	1.2	0.9	4.0	35.1
1920	11.1	.1	.6	.2	3.0	3/	.1	27.3	2.4	.1	7.4	.4	1.3	1.0	5.1	49.0
1921	9.9	.1	.5	.2	3.1	3/	.1	18.5	2.5	.1	7.0	.6	1.3	1.3	4.7	40.0
1922	11.7	.2	.5	.2	3.1	3/	.1	23.0	2.8	.1	8.0	.7	1.3	1.5	5.2	46.7
1923	11.6	.2	.6	.2	3.4	3/	.1	19.5	3.0	.2	8.4	.9	1.4	1.7	4.8	44.4
1924	11.9	.4	.7	.2	3.6	3/	.1	24.0	3.1	1.1	9.6	1.1	1.3	2.0	5.4	51.6
1925	12.6	.4	.8	.3	3.6	3/	.1	22.0	3.0	.1	10.1	1.2	1.3	2.1	5.2	50.2
1926	10.6	.5	1.0	.2	3.5	3/	.1	22.2	3.4	.2	10.7	1.4	1.3	2.2	5.3	52.0
1927	12.3	.4	1.0	.3	3.7	3/	.1	23.1	4.1	.2	11.6	2.0	1.3	2.3	5.5	55.6
1928	12.0	.3	1.1	.2	3.8	3/	.1	19.8	4.0	.2	12.4	2.2	1.3	2.3	4.8	52.5
1929	13.5	.3	1.0	.3	4.5	0.1	.1	21.0	5.9	.2	13.2	2.3	1.3	2.6	4.9	57.7
1930	12.9	.3	1.2	.4	4.5	.2	.1	18.4	6.1	.2	12.8	2.6	1.5	2.4	5.5	56.2
1931	12.4	.3	1.3	.5	4.8	.3	.1	19.4	5.4	.1	12.3	2.3	1.6	2.8	5.9	57.1
1932	13.5	.2	1.4	.6	4.5	.3	.2	19.2	5.4	.3	11.2	2.5	1.4	2.6	5.6	55.4
1933	12.5	.2	1.3	.5	5.1	.4	.2	17.1	5.3	.2	11.0	2.7	1.7	2.3	4.7	52.7
1934	13.5	.3	1.4	.5	5.1	.5	.2	22.6	6.0	.1	11.9	2.3	1.4	2.5	5.8	60.6
1935	14.0	.3	1.2	.6	4.9	.6	.2	19.6	5.9	.1	11.9	2.5	1.5	2.3	6.2	57.8
1936	12.6	.3	1.4	.8	4.4	.6	.2	17.9	6.2	.2	12.5	2.5	1.7	2.7	5.5	56.9
1937	12.8	.2	1.2	.7	4.0	.7	.2	17.8	6.4	.2	12.6	2.3	1.8	2.6	5.7	56.4
1938	13.8	.3	1.1	.8	4.8	.7	.2	19.8	7.0	.2	11.5	2.1	1.9	2.5	6.2	59.1
1939	14.1	.3	1.3	.9	5.0	.8	.3	16.4	7.4	.3	13.4	2.3	2.1	2.9	5.3	58.7
1940	13.3	.2	1.5	.8	5.0	.6	.3	18.5	7.7	.2	13.2	2.1	1.9	2.7	5.4	60.1
1941	13.1	.2	1.5	.8	4.6	.7	.2	16.2	7.6	.3	13.7	2.1	1.8	2.6	5.1	57.4
1942	14.0	.3	1.3	.7	4.9	.6	.2	18.9	8.0	.2	13.6	1.7	1.8	2.5	5.9	60.6
1943	14.1	.2	1.2	.6	5.3	.7	.2	17.0	11.1	.3	14.5	1.6	1.4	2.3	5.8	62.2
1944	14.4	.3	1.2	.6	4.7	1.0	.2	19.8	9.9	.3	16.4	1.7	1.8	2.2	5.3	65.4
1945	16.1	.2	1.1	.6	4.8	.9	.2	20.5	11.7	.3	17.4	1.6	2.1	2.3	6.1	69.8
1946	15.4	.2	1.1	.7	4.7	1.0	.2	17.7	9.6	.3	19.3	1.4	2.2	2.0	4.7	65.1
1947	13.9	.2	1.1	.6	4.0	1.0	.3	17.0	8.7	.3	19.4	1.1	1.9	1.9	6.5	64.0
1948	13.9	.2	.9	.6	4.1	.9	.2	16.6	9.3	.2	18.7	.9	2.2	1.7	6.7	63.2
1949	13.5	.2	.9	.6	4.1	.9	.1	14.7	8.5	.3	17.9	.8	2.3	2.0	5.5	58.8
1950	12.9	.2	.9	.5	3.9	1.0	.1	14.3	8.8	.3	18.6	.7	2.2	1.7	5.3	58.5
1951	13.3	.2	.8	.5	3.8	.7	.2	13.3	8.0	.3	18.5	.6	2.1	1.6	4.4	55.0
1952	13.1	.2	.8	.4	3.4	.8	.1	12.8	7.9	.3	19.8	.5	2.1	1.5	3.9	54.5
1953	12.8	.2	.8	.4	3.5	.7	.1	12.7	7.8	.3	19.6	.4	2.0	1.4	4.4	54.3
1954	12.9	.2	.7	.4	3.3	.6	.1	12.6	7.6	.2	19.5	.4	2.1	1.1	4.9	53.7
1955	12.8	.2	.7	.3	3.4	.5	.1	11.2	7.2	.2	19.9	.4	2.0	1.0	4.1	51.2
1956	12.0	.2	.8	.3	2.8	.5	.1	12.2	7.5	.2	20.5	.3	1.9	1.1	5.6	54.0
1957 5/	12.0	.2	.8	.3	2.9	.5	.1	11.3	6.7	.2	20.0	.3	1.9	1.1	5.5	51.8

Continued -

Table 6.--Fresh vegetables and melons, commercial: Per capita consumption, farm weight, 1919-57 1/- Continued

Year	Vegetables											Melons			Total vegetables and melons
	Other										Total vegetables				
	Beets	Cauliflower	Celery	Corn	Cucumbers	Eggplant	Garlic	Onions and shallots 2/	Minor	Total		Watermelons	Cantaloups	Total melons	
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
1919	0.8	1.1	5.2	2.9	2.7	0.3	4/	11.7	6.0	30.7	76.6	15.7	9.1	24.8	101.4
1920	.8	1.2	5.5	2.7	2.5	.4	0.1	14.3	7.4	34.9	95.0	22.6	9.2	31.8	126.8
1921	.8	1.2	5.6	2.5	2.6	.5	.1	12.2	6.8	32.3	82.2	25.5	9.4	34.9	117.1
1922	.8	1.3	5.5	2.4	3.1	.4	.1	13.0	7.8	34.4	92.8	27.5	9.8	37.3	130.1
1923	.8	1.5	5.8	2.3	2.8	.4	.1	13.2	7.2	34.1	90.1	20.1	9.0	29.1	119.2
1924	1.1	1.3	6.2	2.8	3.2	.4	.1	13.8	8.5	37.4	100.9	25.7	10.0	35.7	136.6
1925	1.1	1.5	6.6	3.1	3.4	.4	.2	13.7	8.5	38.5	101.3	24.2	10.2	34.4	135.7
1926	.9	2.4	6.1	3.1	3.1	.3	.2	13.4	8.5	38.0	100.6	26.5	9.9	36.4	137.0
1927	1.2	1.8	6.2	3.1	3.2	.4	.1	13.5	8.6	38.1	106.0	20.7	10.1	30.8	136.8
1928	1.4	2.0	7.4	3.4	3.2	.3	.1	13.4	8.5	39.7	104.2	20.1	10.5	30.6	134.8
1929	1.7	2.5	8.5	3.4	3.0	.4	.1	12.5	9.3	41.4	112.6	21.4	10.7	32.1	144.7
1930	1.7	2.3	8.6	4.1	3.1	.4	.2	13.0	9.4	42.8	111.9	23.2	9.8	33.0	144.9
1931	1.7	2.7	7.6	4.4	2.8	.4	.1	10.1	9.0	38.8	108.3	22.2	10.6	32.8	141.1
1932	1.5	2.6	7.6	5.2	2.3	.4	.2	11.0	9.1	39.9	108.8	18.2	8.9	27.1	135.9
1933	1.5	2.5	7.4	5.4	2.2	.4	.1	11.4	8.4	39.3	104.5	17.6	7.7	25.3	129.8
1934	1.8	2.4	7.5	5.8	2.3	.4	.1	11.4	9.4	41.1	115.2	17.8	7.8	25.6	140.8
1935	1.5	2.4	6.6	5.7	2.5	.4	.1	11.0	9.2	39.4	111.2	18.7	8.5	27.2	138.4
1936	1.6	2.7	7.3	5.8	2.2	.5	.2	13.3	9.4	43.0	112.5	17.6	8.8	26.4	138.9
1937	1.7	3.1	7.8	5.1	2.1	.4	.2	12.0	9.4	41.8	111.0	18.8	10.0	28.8	139.8
1938	1.8	2.9	8.0	5.2	2.4	.5	.1	10.9	9.8	41.6	114.5	17.7	9.5	27.2	141.7
1939	1.7	3.3	8.3	5.1	2.4	.5	.2	12.6	9.7	43.8	116.6	15.8	9.6	25.4	142.0
1940	1.7	3.5	8.2	5.6	2.3	.4	.1	11.7	10.0	43.5	116.9	17.4	9.1	26.5	143.4
1941	1.6	2.6	8.8	6.2	2.3	.5	.2	11.0	9.8	43.0	113.5	15.1	9.4	24.5	138.0
1942	1.4	2.7	7.9	6.7	2.2	.4	.2	12.3	9.9	43.7	118.3	14.5	8.0	22.5	140.8
1943	1.3	2.6	7.0	6.3	1.7	.4	.1	10.9	9.8	40.1	116.4	13.8	7.9	21.7	138.1
1944	1.2	3.1	7.4	6.7	1.8	.5	.2	12.7	10.1	43.7	123.5	18.4	9.6	28.0	151.5
1945	1.1	3.5	8.2	7.9	2.5	.6	.2	13.4	10.5	47.9	133.8	19.5	10.2	29.7	163.5
1946	1.5	3.6	9.1	7.7	2.9	.6	.3	13.4	10.3	49.4	129.9	19.4	11.2	30.6	160.5
1947	1.3	3.3	7.9	7.7	2.5	.4	.2	12.6	8.6	44.5	122.4	18.1	9.9	28.0	150.4
1948	1.3	3.4	8.5	8.7	2.7	.5	.2	11.8	8.8	45.9	123.0	17.5	9.8	27.3	150.3
1949	1.2	3.1	8.2	7.6	2.5	.4	.2	11.3	9.0	43.5	115.8	17.9	8.9	26.8	142.6
1950	1.1	3.0	8.4	7.7	2.4	.4	.2	11.3	8.7	43.2	114.6	15.8	9.1	24.9	139.5
1951	.9	2.8	8.8	7.6	2.5	.4	.2	11.4	8.7	43.3	111.6	17.2	8.9	26.1	137.7
1952	1.0	2.6	8.6	7.8	2.6	.5	.2	11.3	8.8	43.4	111.0	17.1	8.6	25.7	136.7
1953	.9	2.4	8.6	7.8	2.6	.4	.2	10.9	7.4	41.2	108.3	19.0	9.2	28.2	136.5
1954	.8	2.2	8.7	8.5	2.8	.4	.2	10.7	6.4	40.7	107.3	19.3	9.6	28.9	136.2
1955	.8	2.2	8.6	8.3	2.8	.4	.3	10.4	6.8	40.6	104.6	20.0	9.2	29.2	133.8
1956	.8	2.3	8.5	8.2	2.6	.4	.2	10.8	7.3	41.1	107.1	18.9	8.9	27.8	134.9
1957 5/	.7	2.4	8.3	7.8	2.8	.4	.2	11.2	7.0	40.8	104.6	18.0	7.8	25.8	130.4

1/ Excludes quantities produced in home gardens. Minor vegetables on basis of carlot shipment data estimated to be 43 percent "leafy, green and yellow" 1919-49, then based on production of known items in each group, increasing each year to 55 percent in 1955; subsequently minor distributed each year on basis production of known items. Civilian consumption only, 1941 to date. 2/ Includes 0.1 pound of shallots in each year beginning 1929. In earlier years shallots are included in minor vegetables. 3/ Included in minor vegetables. 4/ Less than 0.05 pound. 5/ Preliminary.

Table 7.--Potatoes, sweetpotatoes, dry edible beans, and dry field peas: Per capita consumption, primary distribution weight, 1909-57 1/

Year	Potatoes 2/	Sweetpotatoes 2/	Dry edible beans 3/	Dry field peas 4/
	Pounds	Pounds	Pounds	Pounds
1909	187	26.2	6.8	5/
1910	198	26.2	6.5	5/
1911	157	24.0	6.3	5/
1912	179	24.0	6.8	5/
1913	189	23.6	6.1	5/
1914	157	22.1	6.4	5/
1915	185	25.3	5.8	5/
1916	143	24.5	5.1	5/
1917	146	27.9	7.5	5/
1918	174	26.7	7.4	5/
1919	152	29.3	5.4	5/
1920	140	29.1	5.7	5/
1921	156	27.2	4.8	5/
1922	143	28.9	5.1	5/
1923	174	24.8	5.9	5/
1924	154	17.6	7.8	5/
1925	157	17.7	7.3	5/
1926	128	21.1	7.6	5/
1927	141	25.0	8.7	5/
1928	147	20.7	8.6	0.5
1929	159	22.4	7.8	.4
1930	132	18.3	9.5	.5
1931	136	20.6	8.8	.7
1932	134	27.7	7.4	.6
1933	132	24.0	7.1	.9
1934	135	24.4	9.1	.8
1935	142	25.6	8.4	.5
1936	130	19.8	9.0	.6
1937	126	21.5	7.8	.6
1938	129	21.3	9.6	.6
1939	122	19.7	9.3	.7
1940	123	16.2	8.4	.7
1941	128	18.4	8.8	.5
1942	127	20.4	11.1	.6
1943	125	21.4	8.9	.8
1944	136	19.7	8.1	.8
1945	122	18.3	7.8	.8
1946	123	17.2	8.7	.7
1947	127	14.5	6.5	.5
1948	105	11.5	6.8	.8
1949	110	11.7	6.9	.4
1950	106	12.1	8.6	.8
1951	113	8.1	8.1	.7
1952	101	7.3	8.1	.5
1953	106	8.0	7.6	.6
1954	106	8.0	8.2	.6
1955	106	8.2	7.3	.4
1956	100	7.6	8.0	.7
1957 6/	108	7.5	7.5	.6

1/ Civilian consumption only, beginning 1941. 2/ Farm weight basis, calendar years. Includes farm garden produce but not nonfarm. Excludes canned sweetpotatoes and canned and frozen potatoes; includes potatoes used in manufacture of potato chips. 3/ Cleaned basis, calendar years. 4/ Cleaned basis, crop years beginning approximately September of year indicated. 5/ Basic data inadequate. 6/ Preliminary.

Table 8 .--Vegetables for fresh market: Reported commercial acreage and production of principal crops, selected seasons, average 1949-56, 1957, and indicated 1958

Seasonal group and crop	Acreage				Production			
	7 year average 1949-56 1/	1957	1958 Indicated	1958 Percentage of 1957	7 year average 1949-56 1/	1957	1958 Indicated	1958 Percentage of 1957
	Acres	Acres	Acres	Percent	1,000 cwt.	1,000 cwt.	1,000 cwt.	Percent
Winter 2/	265,600	250,910	210,070	84	31,165	30,308	26,548	88
Spring 3/	698,150	676,590	697,780	103	49,282	48,508	49,263	102
Summer 2/	903,780	890,760	949,850	107	87,903	91,521	100,105	109
Fall								
Beans, lima	530	---	---	---	16	---	---	---
Beans, snap								
Early	18,360	15,350	13,800	90	715	684	626	92
Late	18,100	16,300	15,400	94	518	518	507	98
Total	36,460	31,650	29,200	92	1,233	1,202	1,133	94
Broccoli	22,160	20,900	23,400	112	1,012	956	990	104
Brussels sprouts	5,550	5,900	5,100	86	542	604	523	87
Cabbage 2/								
Early	43,580	36,270	37,020	102	9,950	8,594	9,744	113
Late	4,310	3,850	3,450	90	478	422	461	109
Total	47,890	40,120	40,470	101	10,428	9,016	10,205	113
Carrots								
Early	18,410	19,190	20,790	108	4,504	4,384	4,762	109
Late	9,850	9,100	9,300	102	2,397	2,366	2,232	94
Total	28,260	28,290	30,090	106	6,901	6,750	6,994	104
Cauliflower								
Early	8,310	7,820	7,690	98	1,375	1,277	1,398	109
Late	5,720	5,100	5,700	112	866	816	884	108
Total	14,030	12,920	13,390	104	2,241	2,093	2,282	109
Celery								
Early	3,760	2,700	2,620	97	1,004	649	742	114
Late	7,980	8,000	7,400	92	2,837	3,320	2,960	89
Total	11,740	10,700	10,020	94	3,841	3,969	3,702	93
Corn	4,780	8,500	11,900	140	289	599	786	131
Cucumbers								
Early	4,370	6,600	5,800	88	385	529	501	95
Late	4,380	5,800	5,000	86	460	551	550	100
Total	8,750	12,400	10,800	87	845	1,080	1,051	97
Eggplant	1,410	1,500	1,500	100	92	113	130	115
Lettuce								
Early	44,070	43,300	36,050	83	5,913	5,573	4,805	86
Late	12,820	22,000	23,500	107	1,714	2,530	3,055	121
Total	56,890	65,300	59,550	91	7,627	8,103	7,860	97
Peas, green	2,490	2,400	2,200	92	87	96	88	92
Peppers, green	7,480	6,500	4,500	69	329	306	246	80
Spinach	6,840	5,850	6,120	105	433	343	377	110
Tomatoes								
Early	18,390	21,500	21,500	100	2,848	3,118	3,225	103
Late	16,840	13,700	12,200	89	1,119	1,225	---	---
Total	35,230	35,200	33,700	96	3,967	1,343	---	---
Total fall to date	290,490	288,130	281,940	98	38,764	38,348	39,592	103
Total acreage and production reported to date for 1958	2,158,020	2,106,390	2,139,640	102	207,114	208,685	215,508	103

1/ For group and annual totals, averages of the yearly totals.
2/ Includes cabbage used for sauerkraut.
3/ Includes asparagus used for processing and cabbage for sauerkraut.

Table 9.--Truck crops, potatoes and sweetpotatoes: Unloads at 20 markets, indicated periods, 1957 and 1958

(Expressed in carlot equivalents)

Commodity	1957								1958							
	June				July				June				July			
	Rail, boat, and air	Truck	Imports	Total	Rail, boat, and air	Truck	Imports	Total	Rail, boat, and air	Truck	Imports	Total	Rail, boat, and air	Truck	Imports	Total
Asparagus	1	507	---	508	---	17	---	17	2	639	---	641	---	37	---	37
Beans, lima, snap and fava	71	1,693	1	1,765	3	1,399	---	1,402	102	1,718	---	1,820	1	1,538	---	1,539
Beets	4	194	2	200	---	216	---	216	11	230	3	244	1	214	---	215
Broccoli	59	85	---	144	26	55	---	81	24	75	---	99	1	79	---	80
Brussels sprouts	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Cabbage	107	2,371	31	2,509	13	2,326	7	2,346	224	2,591	25	2,840	1	2,363	6	2,370
Cantaloups and other melons 1/	2,907	1,587	10	4,504	3,879	2,286	---	6,165	3,158	2,549	229	5,936	4,897	2,847	1	7,745
Carrots	837	653	---	1,490	702	640	---	1,342	787	803	---	1,590	711	778	---	1,489
Cauliflower	117	471	1	589	28	340	---	368	23	459	5	487	26	415	---	441
Celery	1,416	1,226	3	2,645	1,189	1,290	2	2,481	1,410	1,345	2	2,757	1,116	1,334	6	2,456
Corn	761	1,524	---	2,285	305	3,012	---	3,317	1,197	1,792	---	2,989	409	3,578	1	3,988
Cucumbers	102	1,783	8	1,893	25	1,817	28	1,870	202	1,840	---	2,042	22	1,891	11	1,924
Escarole and endive	12	278	---	290	1	335	---	336	42	319	---	361	5	317	---	322
Lettuce and romaine	2,167	4,231	33	6,431	3,233	3,613	39	6,885	2,725	4,432	15	7,172	2,759	4,243	25	7,027
Onions, dry	1,654	1,122	67	2,843	1,168	1,878	109	3,155	1,619	1,138	84	2,841	1,443	1,785	16	3,244
Onions, green 2/	24	441	3	468	6	507	2	515	14	567	4	585	---	420	4	424
Peas, green	60	77	---	137	69	70	---	139	81	155	---	236	90	119	---	209
Peppers	158	712	10	880	81	992	7	1,080	393	801	14	1,208	157	1,400	9	1,566
Spinach	3	261	---	264	17	214	---	231	1	382	---	383	11	246	---	257
Other cooking greens	3	394	---	397	---	413	---	413	5	605	7	617	---	464	---	464
Squash	---	477	9	486	1	516	6	523	12	562	9	583	1	549	9	559
Tomatoes	1,433	3,857	3	5,293	812	4,757	4	5,573	2,068	3,798	---	5,866	753	5,582	42	6,377
Turnips and rutabagas	1	148	30	179	4	106	---	110	---	150	2	152	2	177	8	187
Watermelons	2,435	5,145	17	7,597	2,277	8,468	2	10,747	2,523	6,921	107	9,551	3,338	11,108	---	14,446
Other vegetables (including mixed)	392	1,464	8	1,864	272	1,502	25	1,799	418	1,713	58	2,189	223	1,397	67	1,687
Total above	14,724	30,701	236	45,661	14,111	36,769	231	51,111	17,041	35,584	564	53,189	15,967	42,881	205	59,053
Potatoes	8,186	5,676	2	13,864	6,741	6,855	3	13,599	8,104	6,444	55	14,603	5,942	7,700	40	13,682
Sweetpotatoes	2	261	2	265	2	270	12	284	---	331	3	334	---	184	15	199
Grand total	22,912	36,638	240	59,790	20,854	43,894	246	64,994	25,145	42,359	622	68,126	21,909	50,765	260	72,934

1/ Except watermelons.
2/ Includes shallots, chives, cipolinas, leeks, scallions, and green onions.
Markets include: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas and Fort Worth, Denver, Detroit, Kansas City (Missouri), Los Angeles, Minneapolis and St. Paul, New Orleans, New York, Oakland and San Francisco, Portland (Oregon), Philadelphia, Pittsburgh, St. Louis, and Washington, D. C.

Table 10.--Vegetables, fresh: Representative prices (l.c.l. sales) at New York and Chicago for stock of generally good quality and condition (U.S. No. 1 when available) indicated periods, 1957 and 1958

Market and Commodity	State of Origin	Unit	Tuesday nearest mid-month			
			1957		1958	
			Sept. 17	Oct. 15	Sept. 16	Oct. 14
			Dollars	Dollars	Dollars	Dollars
New York						
Beans, snap, green, Valentine	New Jersey	Bu. bskt.	---	4.25	2.00	---
Beets	New Jersey	1 3/5 bu. box 24 buchs.	1.44	1.44	1.00	1.13
Broccoli	California	14's small crt.-bunches	3.75	4.21	3.35	3.42
Cabbage, domestic round type	New Jersey	1 3/5 bu. box	1.25	1.13	1.05	.88
Cantaloups	California	Jumbo crt. 36's	6.50	10.00	7.25	7.40
Carrots, bunched	California	4 doz. pony crt.	7.00	6.41	6.00	5.98
Carrots, topped, washed	California	48-lb. film bag crt.	6.40	6.34	4.63	4.48
Cauliflower, catskill	New York	Crt. 12's	1.63	1.50	2.20	1.75
Celery, Pascal	New York	2-3 doz. 16" crt.	3.50	2.20	3.55	3.25
Celery, Pascal	California	2-2½ doz 16" crt.	4.93	3.63	5.30	4.10
Cucumbers	New York	Bu. bskt.	3.50	---	3.50	---
Eggplant	New Jersey	Bu. bskt.	1.50	2.50	1.63	2.75
Escarole	New Jersey	1 1/9 bu. crt.	1.00	1.25	1.00	1.13
Honey Dews	California	6-8 jumbo crt.	4.03	3.93	4.18	3.76
Lettuce, Iceberg type	California	2-doz. crtn.	4.34	5.59	3.25	4.75
Onions, yellow, medium size	New York	50 lb. sack	1.05	1.37	1.50	1.63
Onions, yellow, large size	Idaho	50 lb. sack	2.27	3.03	2.60	2.80
Peas, green	California	Bu. bskt.	4.38	4.13	5.00	6.00
Peppers, green	New Jersey	Bu. bskt.	1.38	1.25	2.25	1.88
Tomatoes	California	6 x 6 lug boxes	---	4.65	---	4.40
Chicago						
Beans, snap, green, Valentine	Louisiana	Bu. hamper	---	3.25	---	3.25
Beets, bunched	Illinois	18's-1¾ bu. box	1/1.75	1/.85	1.80	1.60
Cabbage, domestic round type	Illinois	1 3/5 bu. crt.	1.15	1.10	1.10	.90
Cantaloups	California	36-45 jumbo crt.	5.35	---	6.75	---
Carrots, topped, washed	California	48-lb. film bag crt.	5.40	5.35	4.35	4.15
Cauliflower	Michigan	Long Island type crt. 12's	2.00	1.65	2.75	---
Celery, Pascal type	California	2-3 doz.	4.00	3.10	4.35	3.50
Cucumbers	Florida	Bu. bskt.	---	4.00	---	5.75
Eggplant	Illinois	Bu. bskt.	1.60	1.10	1.65	1.75
Escarole	Illinois	Bu. bskt.	1.10	1.00	1.15	1.00
Honey Dews	California	9-12's flat crt.	3.50	3.35	3.85	3.65
Lettuce, Iceberg type, dry pack	California	2 doz. heads, crtn.	2.85	4.75	2.75	3.50
Onions, Spanish	Colorado	3" and lgr.-50 lb. sack	2.20	2.80	2.25	2.35
Peas, green	California	Bu. bskt.	4.12	3.25	4.50	5.00
Peppers, green	Illinois	Bu. bskt.	1.75	1.50	2.25	1.75
Tomatoes, green, ripe and turning	California	6 x 6 lgr. Lug. box, wrapped	3.75	5.25	---	2/2.50

1/ 1 3/4 bu. box 20 bchs. 2/ 2 layer lug, vine ripened.

Table 11.--Vegetables, commercial for fresh market: Index numbers (unadjusted) of prices received by farmers, as of 15th of the month, United States by months, average 1935-39; average 1947-49, and 1950 to date 1/

(1910-1914=100)

Period	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Average
1935-39	114	121	133	130	125	98	87	82	81	90	103	115	107
1947-49	288	305	310	308	277	215	207	196	193	204	241	246	249
Year													
1950	257	213	195	276	231	211	200	170	156	165	214	249	211
1951	338	346	288	333	276	215	203	197	190	211	290	343	269
1952	301	249	294	341	311	294	289	240	203	224	266	281	274
1953	263	262	249	254	251	289	246	201	192	198	224	235	239
1954	246	227	230	262	243	201	225	195	175	197	234	229	222
1955	250	255	249	264	259	216	203	204	224	217	244	232	235
1956	255	267	267	244	259	289	266	202	182	206	265	259	247
1957	235	229	239	291	284	274	276	232	211	226	234	256	249
1958 2/	332	376	408	362	314	232	209	181	183				

1/ Revised. In addition to the vegetables included in the series published prior to January 1954, the following have been added; broccoli, sweet corn, cucumbers, and watermelons.
2/ Preliminary.

Table 12.--Vegetables, for commercial processing: Harvested acreage and estimated production, average 1947-56, annual 1957, and indicated 1958

Commodity	Harvested acreage			Production			
	10-year average 1947-56	1957	Preliminary 1958	10-year average 1947-56	1957	Indicated 1958	1958 as percentage of 1957
	Acres	Acres	Acres	Tons	Tons	Tons	Percent
Beans, lima	100,800	90,670	89,700	89,700	92,600	94,600	102
Beans, snap	126,900	152,780	153,150	271,800	359,800	368,100	102
Beets	16,900	17,250	15,900	144,600	163,600	145,500	89
Cabbage for kraut (contract)	8,500	7,110	8,140	98,900	109,100	133,300	122
Corn, sweet	447,900	437,610	387,660	1,333,700	1,514,800	1,326,600	88
Peas, green	425,300	454,310	374,820	437,600	557,700	453,000	81
Spinach Winter and spring 1/	26,700	27,280	21,520	96,500	120,300	95,000	79
Tomatoes	359,700	305,120	342,850	3,289,800	3,314,800	4,238,800	128
Total to date	1,512,700	1,492,130	1,393,740	5,762,600	6,232,700	6,854,900	110
Asparagus	91,610	104,890	---	103,460	114,500	---	---
Cabbage for kraut (open market)	7,300	4,350	---	91,900	61,300	---	---
Cucumbers	131,600	129,310	---	281,100	417,800	---	---
Spinach (fall) 1/	6,600	6,600	---	26,400	22,200	---	---
Acreage and production	1,748,500	1,737,280	---	6,253,300	6,848,500	---	---

1/ 1949-56 average.

Table 13.- Canned vegetables: Commercial packs 1956 and 1957 and canners' and wholesale distributors' stocks 1957 and 1958, by commodities, United States

Commodity	Pack		Stocks					
			Canner 1/			Wholesale distributors 1/		
	1956	1957	Date	1957	1958	Date	1957	1958
	1,000 cases 24/2's	1,000 cases 24/2's		1,000 cases 24/2's	1,000 cases 24/2's		1,000 cases 24/2's	1,000 cases 24/2's
Major commodities								
Beans, snap	23,982	26,174	July 1	4,345	4,909	July 1	2,372	2,484
Corn, sweet	35,668	31,533	Aug. 1	4,808	4,461	July 1	2,988	2,953
Peas, green	29,248	33,857	June 1	3,318	7,661	June 1	2,755	3,269
Tomatoes	29,883	21,686	July 1	5,742	2,715	July 1	2,619	2,652
Tomato juice 2/	43,552	32,590	July 1	10,210	9,400	July 1	2,439	2,349
Total	162,333	145,840		28,423	29,146		13,173	13,707
Minor commodities								
Asparagus	5,422	5,887	Mar. 1	1,173	1,445	Apr. 1	643	614
Beans, lima	3,395	2,518	Aug. 1	1,082	581	July 1	504	477
Beets	9,765	8,335	July 1	2,787	2,998	July 1	1,060	1,043
Blackeye peas	875	1,418						
Carrots	2,855	2,517	July 1	1,046	1,284	July 1	406	418
Okra	327	560						
Pickles	3/21,978	3/25,167						
Pimientos	349	357						
Pumpkin and squash	5,097	3,327	July 1	1,612	1,047	July 1	461	388
Sauerkraut	3/13,981	3/ 9,153	Aug. 1	4/3,789	4/3,209	July 1	658	601
Potatoes	2,902	3,243						
Sweetpotatoes	5,063	5,345						
Spinach	6,409	6,346	Mar. 1	1,575	1,806	Apr. 1	632	604
Other greens	2,224	2,103						
Tomato products:								
Catsup and chili sauce	24,678	18,180	July 1	6,345	5,835	July 1	1,748	1,560
Paste	5/12,487	5/8,741	July 1	6/2,260	6/1,632	July 1	590	642
Pulp and puree	6,158	4,527	July 1	6/1,091	6/1,070	July 1	579	645
Sauce	12,065	7,969	July 1	6/3,832	6/1,458	July 1	512	858
Vegetables, mixed	3,341	3,454						
Total, comparable minor items	139,371	119,147		27,092	22,365		7,793	7,850
Grand total comparable items	301,704	264,987		55,515	51,511		20,966	21,557

1/ Converted from actual cases to standard cases of 24 No. 2 cans by S&HR Branch of AMS.
2/ Includes combination vegetable juices containing at least 70 percent tomato juice.
3/ Crop for processing converted to a canned basis by applying an overall conversion factor (pickles 68 and sauerkraut 54 cases equivalent to 1 ton fresh).
4/ Reported in barrels; converted to 24/2's by using 14 cases to the barrel.
5/ Estimated, basis California pack.
6/ California only.

Canners' stock and pack data from National Canners Association, unless otherwise noted. Wholesale distributors' stocks from United States Department of Commerce, Bureau of the Census.

Table 14.--Vegetables, frozen: United States commercial packs 1956 and 1957 and cold-storage holdings, October 1, 1958 with comparisons

Commodity	Packs		Cold-storage holdings		
	1956	1957	October 1 average 1953-57	October 1, 1957	October 1, 1958 1/
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Asparagus	37,674	31,201	24,553	32,078	29,150
Beans, green and wax	137,744	134,361	103,828	116,570	124,855
Beans, lima	143,538	131,380	112,496	125,735	125,175
Broccoli	118,287	80,452	32,799	36,867	28,570
Brussels sprouts	43,989	33,354	10,905	12,880	9,426
Carrots	51,010	34,237	2/	2/	2/
Cauliflower	47,159	22,690	12,433	18,210	8,689
Corn, cut	118,153	112,917	96,010	125,324	112,700
Corn-on-cob	20,422	13,699	3/	3/	3/
Mixed vegetables	42,082	41,547	2/	13,618	14,400
Peas	359,661	295,823	244,331	322,297	269,234
Peas and carrots	24,139	21,017	2/	8,332	7,139
Pumpkin and squash	24,158	13,151	2/	2/	2/
Rhubarb	7,448	2,862	2/	2/	2/
Spinach	104,511	102,130	40,611	45,593	30,259
Succotash	12,421	10,037	2/	2/	2/
Kale	4,041	4,106	2/	2/	2/
Okra	13,084	17,070	2/	2/	2/
Peas, Blackeye	6,738	11,624	2/	2/	2/
Potato products	189,685	219,860	2/	41,940	32,214
Turnip greens	10,345	10,873	2/	2/	2/
Miscellaneous vegetables	16,749	20,332	104,526	85,321	77,357
Total	1,533,038	1,364,723	782,492	984,765	869,168

1/ Preliminary. 2/ Included in miscellaneous vegetables. 3/ Corn-on-cob included with cut corn.

Pack data from National Association of Frozen Food Packers.

Table 15.--United States average prices received by farmers per cwt. for important field crops, September 15, 1958, indicated periods, 1957 and 1958

Commodity	Average		1957	1958		
	August 1909-July 1914	January 1947-December 1949	September 15	July 15	August 15	September 15
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
Potatoes	1.14	2.46	1.73	1.72	1.29	1.23
Sweetpotatoes	1.60	4.28	2.97	5.81	3.73	2.74
Beans, dry edible	3.37	9.92	6.63	8.07	7.13	6.49
Peas, dry field	---	4.60	3.36	3.69	4.32	4.85

Table 16.-Vegetables, fresh: Average price received by farmers, per cwt. United States, September 15, 1958 indicated periods, 1957 and 1958

Commodity	1957 August	1957 September	1958 July	1958 August	1958 September
	Dollars	Dollars	Dollars	Dollars	Dollars
Beans, snap	9.00	7.90	8.30	6.20	7.80
Broccoli	7.20	7.80	8.20	8.10	8.60
Cabbage	2.45	2.45	1.70	1.55	1.55
Cantaloups	4.45	4.30	3.40	3.05	3.45
Carrots	5.00	4.70	5.20	4.05	3.35
Cauliflower	4.10	5.20	4.15	4.15	4.15
Celery	3.45	4.10	4.55	2.55	3.50
Corn, sweet	4.00	3.65	4.55	3.05	2.15
Cucumbers	4.05	3.50	3.55	3.40	3.95
Lettuce	6.60	4.20	2.85	2.20	3.50
Onions	1.70	1.60	2.55	2.05	2.40
Peppers, green	7.10	5.20	5.60	7.80	6.00
Spinach	7.30	6.30	4.70	5.80	6.20
Tomatoes	7.00	6.10	6.40	6.30	4.40
Watermelons	1.60	1.30	.80	.95	.95

Table 17.-Potatoes: Acreage, yield per acre, and production, average 1949-56, annual 1957, and indicated 1958

Seasonal Group	Acreage: Harvested: Average 1949-56	Acreage: Harvested: 1957	Acreage: For harvest 1958	Yield per acre: Average 1949-56	Yield per acre: 1957	Yield per acre: Indicated 1958	Production: Average 1949-56	Production: 1957	Production: Indicated 1958
	1,000 acres	1,000 acres	1,000 acres	Cwt.	Cwt.	Cwt.	1,000 cwt.	1,000 cwt.	1,000 cwt.
Winter	24.0	44.0	34.0	156.5	154.3	140.6	3,767	1/6,790	4,780
Spring									
Early	24.0	31.6	30.8	134.2	139.5	126.8	3,224	1/4,408	3,904
Late	197.3	173.7	181.0	135.4	173.3	148.6	26,538	30,104	26,901
Summer									
Early	121.8	100.9	104.5	82.0	89.7	105.3	9,920	9,047	11,006
Late	214.2	182.3	188.6	156.2	176.7	185.3	33,158	32,209	34,940
Fall									
8 Eastern	303.9	268.0	282.1	204.2	227.4	232.7	62,001	60,950	65,645
9 Central	334.4	276.1	302.4	117.4	118.4	141.2	39,124	32,677	42,696
9 Western	273.8	306.0	329.1	185.7	207.0	206.6	50,883	63,354	68,004
Total	912.1	850.1	913.6	166.9	184.7	193.0	152,008	156,981	176,345
United States	1,493.4	1,382.6	1,452.5	153.6	173.3	177.5	228,615	239,539	257,876

1/ Production includes the following quantities not harvested or not marketed because of low prices (thousand hundredweight): Winter - 260; Early Spring - 274.

Table 18.--Potatoes: Price f.o.b. shipping points and wholesale price at New York and Chicago, indicated periods 1957 and 1958

Variety	State	Unit	Week ended			
			1957		1958	
			Sept. 14	Oct. 12	Sept. 13	Oct. 11
			Dol.	Dol.	Dol.	Dol.
F.o.b. shipping points						
Various varieties, mostly Katahdin	Rochester, New York	U. S. No. 1 50 lb. sack	1.23	1.24	.78	.74
Katahdin, unwashed	West Michigan Points	U. S. No. 1 50 lb. sack	1.08	1.08	.83	.74
Chippewas and Katahdin, unwashed	South Central New Jersey	U. S. No. 1 100 lb. sack	2.06	---	1.32	1.28
			Tuesday nearest mid-month			
			1957		1958	
			Sept. 17	Oct. 15	Sept. 16	Oct. 14
Terminal Markets			Dol.	Dol.	Dol.	Dol.
New York						
Chippewas and Katahdin, unwashed	Long Island	50 lb. sack	1.17	1.16	.84	.83
Russets, washed 2 inch minimum	Idaho-Oregon	50 lb. sack	2.50	2.31	2.38	2.20
Chicago						
Russets	Washington	100 lb. sack	3.35	3.65	3.30	3.15
Round Reds	Wisconsin	100 lb. sack	2.45	2.90	1.60	1.35

F.o.b. prices are simple averages of the range of daily prices, compiled from Market News Service reports. The market prices are representative prices for Tuesday of each week and are submitted by the Market News Service representative at each market.

Table 19.--Sweetpotatoes: Acreage, yield per acre and production, average 1949-56, annual 1957 and indicated 1958

Group and State	Acreage			Yield per acre			Production		
	Harvested		For harvest 1958						
	Average 1949-56	1957		Average 1949-56	1957	Indicated 1958	Average 1949-56	1957	Indicated 1958
	1,000 acres	1,000 acres	1,000 acres	Cwt.	Cwt.	Cwt.	1,000 cwt.	1,000 cwt.	1,000 cwt.
Central Atlantic 1/	38.0	38.4	41.0	84	90	93	3,184	3,456	3,827
Lower Atlantic 2/	106.4	71.0	63.6	52	61	65	5,484	4,339	4,112
South Central 3/	199.9	159.7	162.3	50	57	57	9,954	9,086	9,210
North Central 4/	3.6	3.1	3.1	53	64	71	192	197	219
California	11.5	13.0	12.0	69	75	75	797	975	900
United States	361.9	285.2	282.0	54.7	63.3	64.8	19,772	18,053	18,268

1/ New Jersey, Maryland, and Virginia. 2/ North Carolina, South Carolina, Georgia, and Florida. 3/ Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, and Texas. 4/ Missouri and Kansas.

Table 20.--Sweetpotatoes: Price f.o.b. shipping points and wholesale price (l.c.l. sales) at New York and Chicago, indicated periods, 1957 and 1958

Item	State	Unit	Week ended			
			1957		1958	
			Sept. 14	Oct. 12	Sept. 13	Oct. 11
			Dol.	Dol.	Dol.	Dol.
F.o.b. shipping points						
Puerto Rican	Southern Louisiana points	50 lb. crt.	2.88	2.80	2.49	2.57
Golden and Oklahoma	Eastern Shore, Virginia	Bu. bskt.	1.58	2.12	1.59	1.85
			Tuesday nearest mid-month			
Terminal markets			1957		1958	
			Sept. 17	Oct. 15	Sept. 16	Oct. 14
			Dol.	Dol.	Dol.	Dol.
New York						
Golden and Oklahoma	Virginia	Bu. bskt.	1.88	1.70	1.70	2.17
Chicago						
Puerto Rican	Louisiana	50 lb. crt.	3.60	3.50	3.15	3.15

F.o.b. prices are simple averages of the range of daily prices, compiled from Market News Service reports. The market prices are representative prices for Tuesday of each week and are submitted by the Market News Service representative at each market.

Table 21.--Beans, dry, edible: Acreage, yield per acre, and production, average 1947-56, annual 1957 and indicated 1958 1/

States and classes	Acreage			Yield per acre			Production 2/		
	Harvested		For harvest						
	Average 1947-56	1957	1958	Average 1947-56	1957	Indicated 1958	Average 1947-56	1957	Indicated 1958
	1,000 acres	1,000 acres	1,000 acres	Pounds	Pounds	Pounds	1,000 bags	1,000 bags	1,000 bags
Maine, New York, Michigan	588	602	618	941	825	1,042	5,522	4,965	6,442
Nebraska, Montana, Idaho Wyoming, Washington	309	286	362	1,552	1,763	1,668	4,770	5,043	6,039
Colorado, New Mexico, Arizona, and Utah	343	208	241	673	1,042	826	2,226	2,167	1,990
California									
Large lima	72	61	63	1,607	1,546	1,800	1,162	943	1,134
Baby lima	52	17	20	1,555	2,029	1,800	795	345	360
Other	196	189	210	1,197	1,221	1,300	2,350	2,308	2,730
Total California	320	267	293	1,346	1,347	1,442	4,307	3,596	4,224
United States	1,560	1,363	1,514	1,088	1,157	1,235	16,825	15,771	18,695

1/ Includes beans grown for seed.
2/ Bags of 100 pounds, (cleaned).

Table 22.--Peas, dry, field: Acreage, yield per acre, and production, average 1947-56, annual 1957 and indicated 1958 1/

State	Acreage			Yield per acre			Production 2/		
	Harvested		For harvest						
	Average 1947-56	1957	1958	Average 1947-56	1957	Indicated 1958	Average 1947-56	1957	Indicated 1958
	1,000 acres	1,000 acres	1,000 acres	Pounds	Pounds	Pounds	1,000 bags	1,000 bags	1,000 bags
Minnesota	4	4	4	950	1,050	900	41	42	36
North Dakota	5	2	2	911	1,100	1,100	49	22	22
Montana	7	4	---	1,094	1,150	---	71	46	---
Idaho	98	105	77	1,201	1,150	1,300	1,177	1,208	1,001
Wyoming	4	3	---	1,293	1,600	---	61	48	---
Colorado	10	12	12	867	900	1,200	90	108	144
Washington	153	120	101	1,140	1,300	1,020	1,734	1,560	1,030
Oregon	12	11	7	884	1,500	1,400	110	165	98
California	11	5	2	1,094	1,420	1,100	106	71	22
United States	305	266	205	1,136	1,229	1,148	3,440	3,270	2,353

1/ In principal commercial producing States. Includes peas grown for seed and peas harvested dry.
2/ Bags of 100 pounds (cleaned).

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